

# Electrical Merchandising

The Business Magazine of the Electrical Trade

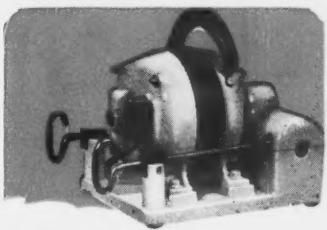
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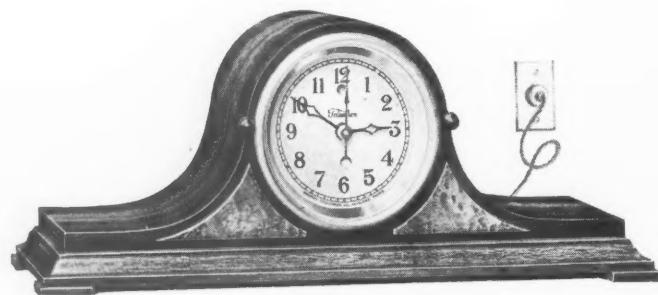
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ACCURATELY REGULATED FROM THE POWER STATION**

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# Electrical Merchandising

The Business Magazine of the Electrical Trade  
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### Why Buy "Sight Unseen"?

*The New York Electrical Show,*  
*with three days set aside for*  
*the trade—public excluded—*  
*opens next month.*

*Manufacturers will exhibit at*  
*Grand Central Palace new and*  
*interesting electrical appliances*  
*designed to help dealers increase*  
*holiday trade and winter season*  
*profits.*

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*dates: October 17-18-19?*

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GENERAL ELECTRIC

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# Electrical Merchandising

with Which Are Incorporated *Electrocraft and Lighting Journal*

EARL WHITEHORNE,  
*Editorial Director*  
L. E. MOFFATT,  
*Managing Editor*

VOLUME 40

September, 1928

NUMBER 3

# An Open Letter

*To the 12 Largest Manufacturers of Major Appliances*

**W**E WANT to talk to you about your dealers. But first will you call in your bookkeeper and ask for a statement of your accounts receivable? If the amount is too high in relation to your volume, is it not the penalty you are paying for driving your sales manager to an ever increasing quota of sales? And if your sales costs are excessive is it not for the same reason?

You are not alone suffering from frozen assets and high selling costs. Your dealers are in the same situation.

There is nothing impertinent about these questions. Because they are pertinent to the industry of which your business is a part.

Your business, the central station's business, the wholesaler's business, all our businesses cannot exist without dealers, good dealers who are making money. And the most pressing problem which the electrical industry has before it is the problem of dealer prosperity and dealer stability.

Not that the industry can solve the problem for the dealer. He will have to work out his own salvation. But he can be helped in its solution and of all others you can help him most.

You can help most because the dealer is dependent upon you. Your policies go far to make or break him. And many dealers are convinced today that your policies are not always right. That for instance you have been more regardful of your own volume of sales and production than of his necessity for a living profit.

Whether or not this is a just accusation it is certain that too many dealers have been led off the plain road of business sense: they have concentrated on the volume of units sold instead of on the cash profit deposited in the bank.

Obviously your interest lies in making your dealers prosperous. And to make prosperous dealers you have given liberal margins to work on. But you have set high and increasing quotas for your dealers to reach.

And there is discontent with quotas. If a dealer finds a natural and profitable level of business at a certain number of units a month it is against his interest when you attempt to force his volume to a point where expense outruns profit. Against your own interest also, for if your dealer's profit does not cover his expenses you lose twice. You lose money on a bad debt and you lose a producing outlet.

However, the purpose of this letter is not to argue over quotas but to enlist your aid in getting dealers back on the road of prosperity. And that involves his becoming a better business man.

**S**PECIFICALLY, here are four things the dealer needs to do:

1. To determine what volume he can sell most profitably and sell to that level.
2. To conduct his credit business in terms of a cash profit; to realize that a book profit is not a profit until he has it in cash and to act on that basis.
3. To pay closer attention to controlling his expenses. When the dealer undertakes a hard boiled course of expense control, he will begin to follow his collections more actively, he will keep his inventory down, he will cut out deadwood in all directions.
4. To make effective less expensive and more efficient sales methods.

The trade cannot give up house to house selling. It has a vital place in the appliance business. But surely better methods than many of those in present use can be worked out. Let the brains and ability of the manufacturers and of the dealers together take a fresh grip on the sales problem keeping expense in mind as well as volume.

We ask you to help the dealer accomplish these objectives. With the certainty that progress on these lines for the dealer cannot fail to register favorably on your own balance sheets.

L. E. MOFFATT,  
*Managing Editor.*

# *What* HAS THIS



*Setting, courtesy the Zucchi Furniture Co., New York. Photo by Lazarnick.*

*Overweight and with Money to Spend*





# To Do With Us?

## LOTS-

*Beauty and  
Health Equip-  
ment, a New  
Major Line for  
the Electrical  
Trade*



*From the pages of the "American Druggist" showing the rapid increase in the money spent in pursuit of beauty. \$302,000,000 for cosmetics and toilet preparations in 1927. An amount approximately the same as the total spent, in the same year, for electrical domestic refrigeration, washing machines, ironers, cleaners, ranges and heating appliances.*

**N**OBODY loves a fat man. And judging by her eagerness to reduce nobody loves a fat woman. This is the age of the physically fit. In business and social life an expanding waist line has no standing. And in every community our local six hundred or six thousand or six hundred thousand best spenders are in unflagging pursuit of the youthful outline and the Florida complexion.

Which is a situation that provides a very fine opportunity for the electrical trade. The newest of our major lines fills the demand for health and beauty. Motor driven exercisers suitable for home use, compact in size, moderate in price, keep the whole family in the pink of condition. Along with the exerciser can be sold lamps that deliver the health giving rays of June sunshine.

These lamps are a brand new line. The exercisers and health motors have been on the market some months and have proven that a public demand exists and that when properly merchandised these devices add prestige and profit to the dealers business.

Prestige because they are being bought by the people who are the social and business leaders, the Joneses with whom the rest of the world tries to keep up. Profit because sales are mainly store made at a moderate expense and because a high percentage of them are cash sales.

This line must be properly merchandised. The dealer must advertise, must provide good window and store dis-

play, intelligent salesmanship and demonstration and must use care to avoid exaggerated claims.

For the motor exerciser is not a miracle worker. The fat woman who wants to remove a few pounds daily without cutting her diet is doomed to disappointment. People in actual ill health should use this mechanical massage only on the approval of their doctor. The dealer and his customer must both be governed by common sense.

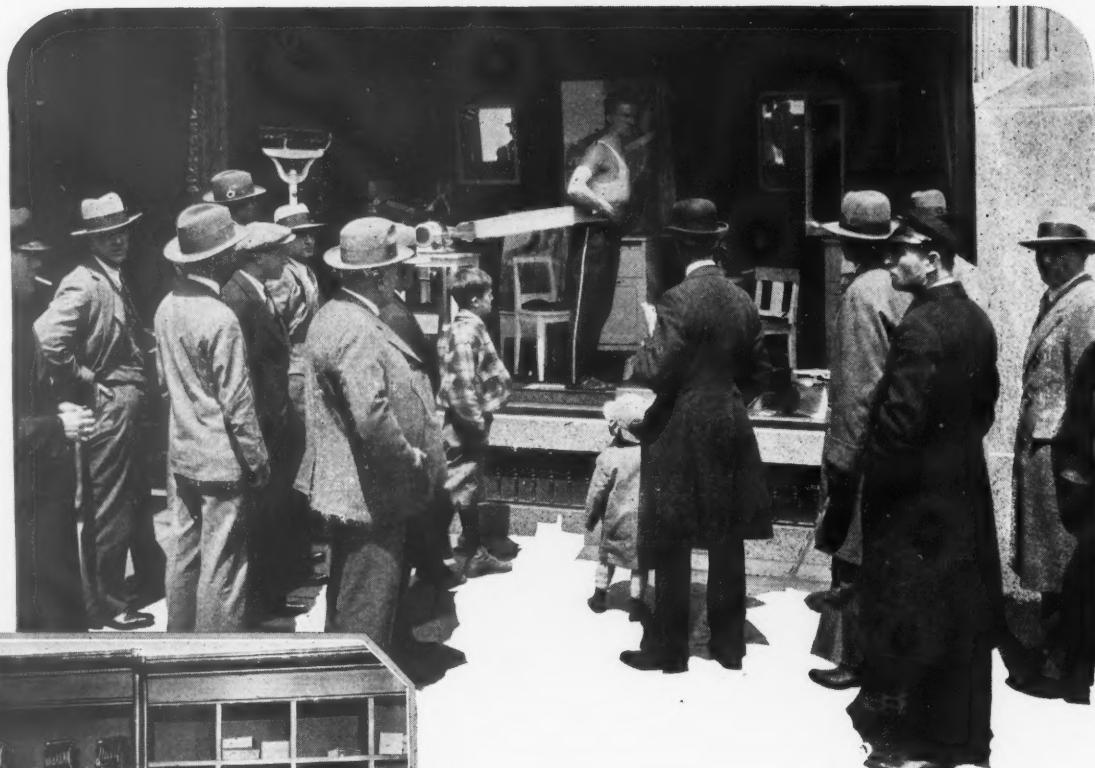
Properly sold and used, however, these devices are productive of much consumer satisfaction and valuable word of mouth advertising that builds increasing sales.

While the motor exerciser makes its principle appeal to the vanity of the too-mature, the sun lamp touches an equally responsive nerve of the public pocket book: the well-being of children.

Grown people can get along with occasional small doses of sunshine but children cannot. Lack of sunlight develops rickets, and rachitic children, it is well known, are particularly susceptible to infections of the respiratory tract. No child is too young for a sunlight bath. Rickets is a nutritional disease of children, brought on by lack of sunshine and faulty diet. The disease is characterized by an alteration in the structure and growth of bones, which become enlarged and so soft that they bend under the weight of the body. Rickets occurs during the first two years of life when growth is most rapid.

Action draws a crowd. Window demonstration at Hammacher Schlemmer & Co., New York. Note the mirror placed to draw attention to the motor.

Store demonstration at Kellogg & Bertine, Electrical Dealers, New York. This company has had a most satisfactory experience with the new line, not only in number of sales but in the class of new customers. Their list of purchasers reads like the social register.



It is responsible for bowed legs, knock knees, flat feet, pigeon chest and other malformations. The disease occurs mostly in cities and particularly in industrial centers. Infants do not develop rickets in summer on account of the protective effect of the sun's rays, due to ultra violet radiations and not to the visible rays.

Nor is the lamp without its appeal to beauty. Here is a statement from a college physician at one of the girls' colleges in the East: "Light is absolutely necessary to the creation of beautiful skin. Skin that lives in the light is a soft, peach-like color, elastic, and not easily bruised, and, if injured is quickly repaired. Modern pugilists," says this physician, "have discovered the power of tanned skin to resist bruises. Tanned individuals possess a far

greater resistance to infections than pallid people. The Chinese coolie who works day by day in the sun possesses a resistance to food poisoning that astonishes the Westerner."

To ably sell and demonstrate the new health appliances, the dealer and his salespeople should have some background of light therapy on which to draw. The subject has tremendous possibilities for an interesting sales talk and it is not at all difficult to get the customer's immediate attention and interest. Confusing and unpronounceable medical terms should be avoided. The impression to be given the customer is the extreme simplicity of the devices. Electricity has been employed for a number of years in physiotherapy and heliotherapy, in hospitals, sanitariums, clinics and by physicians specializing in these fields. The average person therefore has heretofore considered electrical health apparatus as difficult of operation, requiring the services of a highly-trained operator. This impression must be corrected and for that reason, a home atmosphere should be created in all demonstrations, to satisfy the customer that satisfactory results can be obtained by the layman. Very effective sales work can be done in the home and a demonstration should be given under actual conditions of use.

One of the desirable features of taking on a health line is that no changes or additions are required in the average retail electrical organization. Not a great deal of space is required for display and demonstration. It must be attractive, however, and above all spotlessly clean. For the actual demonstration, a booth is desirable, one similar to those used in beauty shops is just the thing. Demonstrations can be handled by the present salespeople, trained in the operation of the devices. This training is simple and can be accomplished in less than an hour. Practice in operating the devices, is, of course, very essential.

In the central station, the exerciser, sun lamp, violet ray, vibrator, ventilating fan, heating pad, heating blanket, and all other health devices can be included in home serv-

ice programs. Lectures on health will prove an excellent feature of these programs—health talks, the care of children, beauty talks, including weight reducing, open up a great new field for service to the home. In one central station in the East the sun lamp has been added as part of the home service program and a small child used in the demonstrations. Heretofore, women with very small children have been obliged to forego the lectures dealing with cookery, laundering, etc., because they could not possibly spare the time for the refinements of housekeeping, their present problem being the care of their children. With a new program on family health and child care, these young mothers cannot afford to miss such instruction.

Some retailers employ women garbed as professional nurses to demonstrate the health devices. While the nurses' uniform is pleasing in appearance, any great attempt at professionalism is likely to frighten the customer and convince her that the device cannot be successfully handled at home.

Public interest in electrical healthizers is rapidly growing through educational work of manufacturers, central stations and the women's magazines. Household magazines, such as "Good Housekeeping," are carrying stories on the necessity of sunlight for the growing child and on the value of health-conservation through persistent daily exercise. All agencies are working to make people health-conscious and dealers can tie in with this constructive propaganda and make it work for them in getting health appliances into customers' homes.

While the exerciser and sun lamp are at the moment the outstanding and major devices of the

*Right: "A sun bath every day for every member of the family," says the doctor, in pointing out the benefits of the mercury vapor sun-shine lamp of the Hanovia Chemical Company, Newark, N. J. The lamp is \$300.*



*Above: A floor model of the popular exerciser is offered by Luther, Inc., Milwaukee. With a set of three belts and a pair of grip handles, the machine retails for \$250.*

*Left: Very little space is required to store the "Tower" exerciser when it is not in use. The machine is readily portable. Tower Manufacturing Corporation, Boston, Mass. \$79.50.*

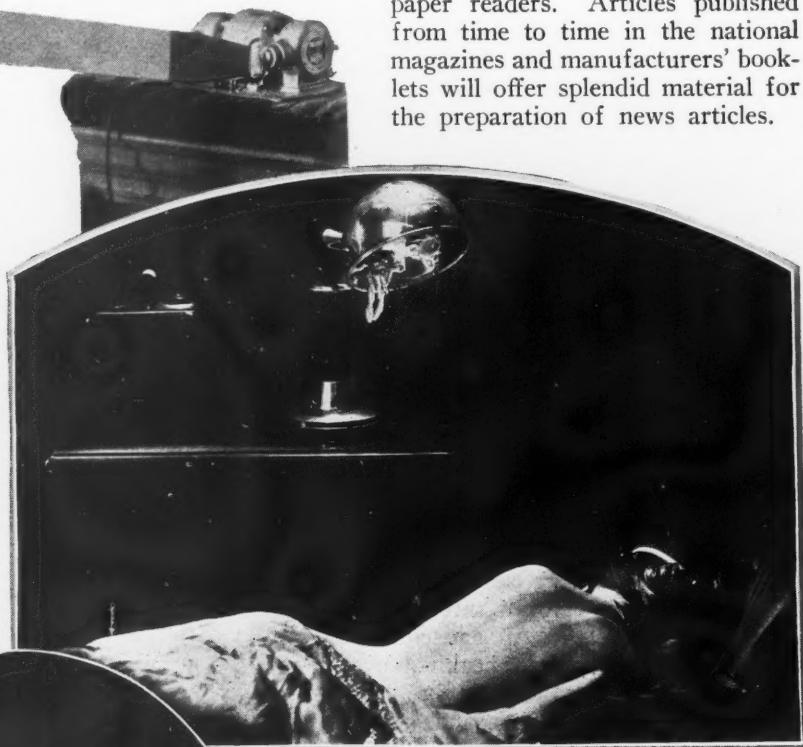
*Walls do not shut out sunshine when one can get "synthetic sunshine" at the flick of a switch. "Carboray" carbon arc lamp of the Cincinnati Automatic Machine Company, Cincinnati. \$100.*



Above: By consistent use of the health motor, the modern woman can keep fashionably slender and still enjoy formerly-prohibited foods. Savage Products Distributing Corporation, Utica, N. Y., \$122.50.

Right: Not only health but beauty is served by regular "doses" of sunlight from this R-40 carbon arc lamp of the Sanitarium Equipment Company, Battle Creek, Mich. \$150.

Below: Little bodies grow strong and healthy when they get their quota of sunlight, here furnished by the Model B carbon arc lamp of the Joseph Gelb Company, New York City. \$135.



Above: Ultra violet baths are easily taken at home with the new home model mercury vapor lamp of the Hanovia Chemical Company, Newark, N. J. The lamp is \$175.

The market for the sun lamp holds two types of buyers—physicians and laymen. Many physicians are buying the lamps for treatment of patients, to supplement medical treatment. After a course of sunlight treatment by the physician, the patient is usually advised to buy his own sun lamp and take the sun baths at home. The physician is therefore a valuable ally in getting these lamps in use and it is wise to get the interest of neighborhood doctors in the sun lamp and in other therapeutic devices. People will buy much more readily on the advice of their doctor than they will on their own initiative, although the object of the publicity that will be given the lamp is to encourage the use of exerciser and lamp as a general health practice. "Have you had your quota of sunlight this week?" might be the slogan for the sun lamp. One hour a week of exposure to the mercury vapor lamp, it has been estimated by one manufacturer, will give the required amount of sunlight. With the carbon arc lamp exposures can be some-

what longer. Any unusual situations regarding the use of lamps can always be referred to the manufacturer's technicians. Reasonable care must be observed in the use of the sun lamp just as in the use of any gas or oil-consuming device or any mechanical device. Too long exposure to the sun's rays will cause just as uncomfortable sunburn as too long exposure to the sunlight lamp. It must be remembered, too, that the eyes must be protected, although it is pointed out that retinal effects are caused by visible rays and not by ultra violet.

While sunlight is one of nature's most healing agents, sunlight has a very elusive quality. If every day were a perfect June day, with all conditions of the best, sunlight would be ideal for therapeutic purposes. But there are so many conditions governing reception of sunlight that a more dependable ultra violet source is needed and here science has stepped in and produced "synthetic" sunlight, the mercury vapor and carbon arc lamps. Ultra violet rays are generated artificially by the discharge of an electric current through mercury vapor held in a sealed quartz tube or by the discharge of the current between the two poles of a carbon arc lamp—the former the mercury vapor lamp, the latter the carbon arc. There are other types of lamps on the market but these lamps are made to produce heat effects only. Many companies are offering infra-red lamps, with deeply penetrating heat qualities, for the treatment of rheumatism, fractures, lumbago, neuritis, neuralgia, or any deep-seated pain or congestion where a powerful, localized heat is desired and for other illness requiring heat treatments. Still other heat lamps are the hand and floor type "therapeutic" lamps using a special type of incandescent lamp.

Now to get back to the business of selling this new line. We have pointed out that new customers of a most desirable class can be made through it. People brought into the store to see the health motor and the sunshine lamps may frequently be interested in other electrical merchandise. Everybody needs more equipment than they own and if the dealer's store is neat and attractive, if his merchandise is well displayed, these customers will go far beyond the limits of the health line in their patronage.

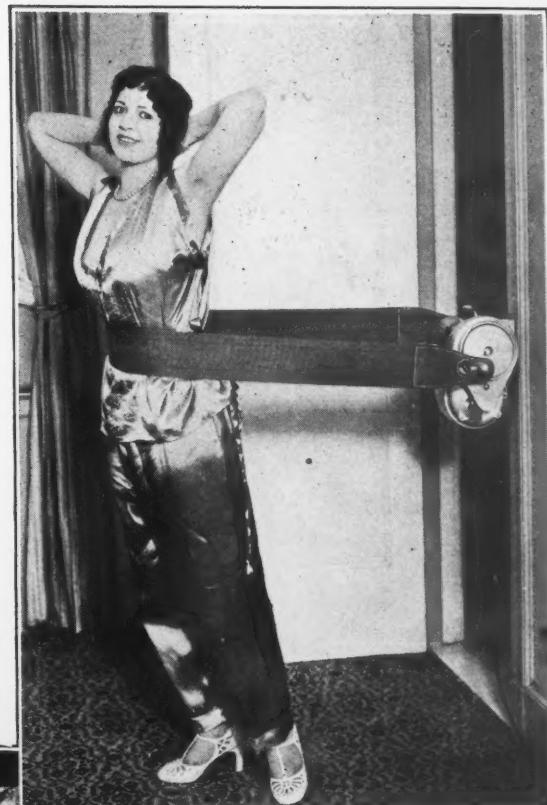
Store traffic then is one of the advantage of these devices. Diversification is another. The more good lines the merchant handles the more chances for profit and the greater spreading of his overhead. Providing always that the new line is not handled at the expense of his regular business.

This reaching for a new source of profit and neglecting a tried and established line is one of the commonest mistakes the retailer makes. The result usually is that not only does the regular business suffer but the new line itself taken on as it is without sufficient thought does not do so well as expected. The dealer is discouraged, decides the new line is a gold brick and gives up the results of his introductory work to be cashed in on by saner and more conservative merchants.

New kinds of merchandise bring in new customers, they keep gross sales moving upward, and through volume keep operating expenses within bounds but these desirable ends can be gained only as an addition to and not at the expense of established business.

Before taking on these beauty and health devices the dealer should make his plans to handle them in three ways: 1, Financial; 2, Organization; 3, Store and display space. Let's take these three divisions of the problem in order.

First there must be provision of the money to handle the new business. Any



Above: Now the exerciser is included in one's baggage when traveling. This portable machine of the Daley Equipment Company, Cleveland, fastens to the window or door frame of any room. \$125.



Left: The mercury lamp of the U. V. R. Laboratories, New York City. This becomes part of a room's furnishings for it closes into a cabinet and is listed at \$225.



Great interest has been created in the new carbon arc "Eveready Sunshine" lamp just introduced by the National Carbon Company, Cleveland, Ohio. The lamp's intended retail price is \$137.50.



Above: Although popular interest is centered at the moment on the larger "health" equipment, there is still a demand for the smaller "staple" devices like the heating pad. Edison Electric Appliance Company, Chicago.

additional business activity calls for additional investment. You cannot go into business without capital and another line is like going into another business.

This is a business fundamental not always sufficiently understood. On this point in an important article published in *Electrical Merchandising*, September, 1927, the author, Howard A. Lewis said "When in order to increase his business, a dealer wants to take on a new line, he will have seriously to consider whether or not there is enough working capital in the business to handle the new proposition without having his operation refinanced, assuming that for operation on the dealers present lines his working capital is sufficient."

Neither is it practicable to handle a new line entirely on credit. To quote again from Mr. Lewis: "Credit is useful, but it is only a tool that will boomerang with deadly effect if used improperly. Credit will

not permanently take the place of invested capital. Time is a factor in any retail operation, particularly when you are dealing with new things. It costs money to finance time and this cost should be figured in the original capital requirements of any business."

The second problem in relation to a new line of merchandise is organization. Can the present sales staff handle the new goods without neglecting the old? The ideal set up would of course be a department with a thoroughly competent head. This will not be practicable with the smaller dealers who should be selling this equipment nor with many of the larger dealers and central stations who will want to try it out before organizing more completely to push it. With this group the problem will come down to how much time and attention the boss himself will be able to give it. And if his established lines are as well organized as they should be, the boss should have a part of his time free to plan and supervise and get the new operation under way.

The third consideration, that of display space, will not be such a serious problem. The kind of electrical dealers who will take on this line have usually good show rooms of sufficient size to allow for proper demonstration and display. Central station show rooms are almost always ample, and department and hardware stores are accustomed to rearranging space for new lines of merchandise.

The motor driven exercisers especially lend themselves to a good window display. A hired demonstrator or one of the store staff using the machine in the window will always attract a crowd.

Left: A device that, because of its great usefulness, should command more sales is the electric hair dryer. This is the "Royal" hair dryer of the P. A. Geier Company, Cleveland.

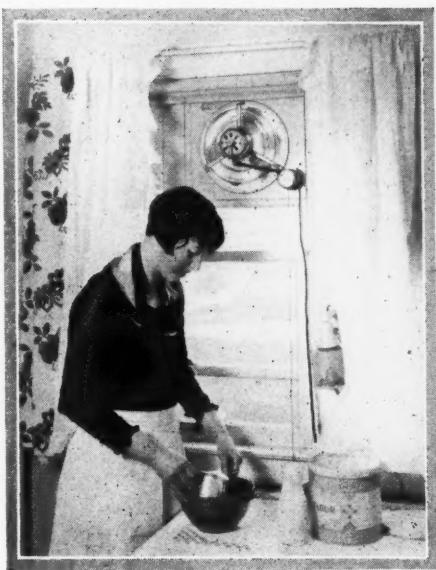


Right: Pains and aches are baked out with therapeutic lamps like the "Adjusto-Ray" lamp pictured which may be used as a hand or clamp lamp. It is made by S. W. Farber, Inc., Brooklyn, N. Y. \$9.



To sum up. Here is a new merchandise of a salable and profitable variety. A splendid additional line, for the dealer who will set up his finances, his store and his organization to sell it.

*Kitchen*



*Bath Room*

*Dentist*



# *The CREAM of the MARKET*

## For Ventilation—Is Still to be Skimmed

**I**N TERMS of jobbers' sales, \$1,184,000 worth of ventilating equipment was sold in the United States in 1924. In 1925 this figure had increased to \$2,108,000 and in 1926 it reached \$3,584,000. This is an indication of progress but it has been altogether too slow a growth for the merit and service of this type of equipment. No better opportunity exists for the dealer today than in the residential ventilation equipment market. Why? Because people are becoming *fresh air conscious*.

Go to any popular bathing beach on a week-end or holiday and observe the number of men, women and children who are using their leisure time to advantage by spending it in the open. Many of them regularly go to the beaches and "make a day of it." How crowded were beaches as you remember them years ago? Drive along any road on the outskirts of a large city of a summer's evening and note the number of car owners who are burning up gas, oil and tires "just for a breath of fresh air." Check up among your personal acquaintances and you will find that the majority have "hobbies" that run to outdoor sports. It is our impression that ten, fifteen years ago there were many more amateur woodworkers and stamp collectors.

The popularity of golf, tennis, swimming and the ease with which it is possible to reach the places in

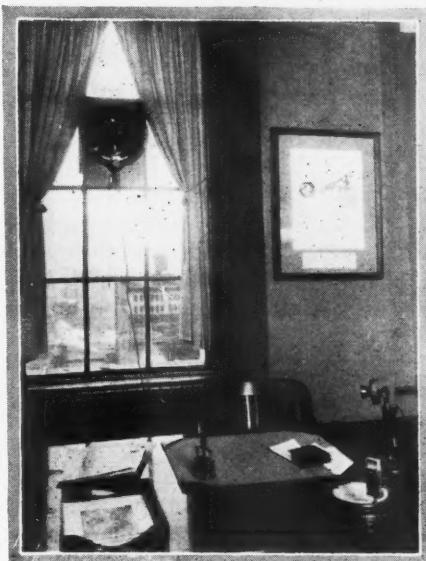
which these sports may be enjoyed has speeded the open air age—so fast in fact, that we have, today, people who we label "fresh air fiends."

But in their homes, in their offices and places of business too few of those same people who are flocking to the seashore, golf course and tennis court are giving a thought to fresh air. Yet if they are told they realize that they spend much more time in these places than in others.

That's what ventilation needs to increase its sale—*advertising and effort*. People can certainly be sold this equipment if they are properly approached. For the very manner in which they spend their leisure hours has already half-sold them on the value of fresh air in their homes and places of business.

In our neighborhood, the other day, we noted a particularly interesting ventilating fan installation. A man of our acquaintance has installed in one of the attic windows of his home a ventilating unit which is kept in operation throughout the summer. He tells us that it removes from the attic the warm air created by the beating of the sun on the roof and so increases the heat insulating value of this space that the temperature in his sleeping rooms on the second floor of the building is materially reduced.

We wonder who is going to skim the cream from *this* waiting market.



*Office*



# "We Sell in the STORE

*How this merchant supplements his store men. Avoids high-pressure methods.*

By R. E. Nicholas

President, Nicholas Hardware Company,  
Oak Park, Illinois

THERE are three definite schools of merchandising thought in the electrical appliance field today. The first maintains that major appliances must be sold by pressure in the field if satisfactory volume is to be obtained. The second avoids "cold turkey" canvassing and believes that this method of selling is destroying consumer good-will and repeat business. The third advocates a middle course, store selling plus reasonable solicitation in the home.

Our operation comes under this latter classification.

Obviously, the problem is to obtain the greatest volume of sales with the least expenditure of money and the least sacrifice of customer good will. In the case of a merchant whose chief concern is his store, the major portion of whose business is transacted over the counter or on the floor, and whose diversity of lines, suited only to this type of selling process, makes the matter of permanent customer relations a vital issue; high pressure

methods must sometimes bow before the considerations of reputation and future business.

This is particularly true with hardware and house-furnishing dealers.

I agree heartily with Alan Streeter when he says in your May issue that "cold-turkey" selling has been developed to the point where its uncontrolled practice is harming the good name of the electrical appliance industry.

This does not mean, however, and I did not so interpret Mr. Streeter's message, that all in-the-home contacting of prospects should be abolished. In our case, for example, we employ an outside force of nine persons. While the store originates about 65 per cent of all major appliance sales, it is significant that 50 per cent of all closings are in the prospect's home.

#### COMPROMISE WITHOUT SACRIFICE

IN MY opinion it is possible to obtain adequate volume at a profit and retain, while doing so, the friendship of present and prospective store customers. The middle course is frequently the better course. So, benefiting by twenty-one years' experience, we follow the middle ground, a compromise which, during the past five years, has not been unprofitable.



# " and *in* the HOME

*business by using outside sales-  
Men must build goodwill.*

Last year the gross sales of the Nicholas Hardware Company almost reached the million dollar mark. Over one-third of this volume came from appliances such as oil burners, ranges and refrigerators. Net profits on these lines exceeded that on our staples. A six-time turnover and adequate margin were the reasons.

In the light of these facts, and in view of the discussions which have been agitating the electrical and hardware trades relative to sales theories, I will endeavor to describe how we control our outside selling organization, having in mind always these three objectives stated in the order of their importance: store good-will, net profit and volume.

#### SOLICITOR HAS TWO JOBS

PROCEEDING on the principle that it is just as much the job of the outside man to sell the store to the housewife as it is to get her Jane Henry on the dotted line, we operate our outside activities under the following general plan:

1. Resale men are paid on a salary-drawing-account-commission basis.

Reason: salary and drawing account give us a necessary control over our men; it restrains their enthusiasm



MR. NICHOLAS is president of the Nicholas Hardware Company, Oak Park, Illinois and director of the Oak Park State Bank.

within the bounds of decency when pushing door-bells; it puts "teeth" into our oft-repeated instructions, "Sell the store and its reputation first." The commission incentive keeps the men on their toes. It is a quite proper recognition of effort and ability.

Drawing accounts vary from \$100 to \$150 a month, depending entirely on the circumstances and the moral hazard involved. Commissions vary according to the appliance involved.

2. We have an outside selling force just large enough to allow time for following up all store, newspaper and personal leads, plus some "cold turkey" solicitation at the front door. The latter, except on new home prospects, is limited to *three calls per year by any member of the Nicholas Hardware organization on any one prospect.*

To check this policy, which is well known in Oak Park, salesmen are required to report every call, regardless of its nature, on separate file cards. These cards are reviewed constantly. The town is divided into territories. Thus the outside man and his sales manager has a pretty accurate picture of what is going on in any given neighborhood. Each representative must spend one day a week in the store.

3. Because our men must spend most of their time on "hot" leads, because there is an element of definiteness with regard to their income and because we will not countenance harassing perfectly good store customers in their homes, it is possible to obtain high type outside men. These men are quick to grasp the theory of first creating customers for the institution.

"Get them to visit one of our stores. Remember seventy per cent of our total volume is store business. Do not forget that we cannot live without repeat sales, and that your outside selling success depends on the number of friends you make for the institution," we tell these men.

The interesting thing about this policy not only is that fifty per cent of all closings on major electrical appliances are made in the home but that, under the good-will method of procedure, the business of the appliance department has increased year by year. During the past twelve months, we sold approximately 200 electric refrigerators and 125 oil burners.

4. We spend regularly three per cent of our gross sales for advertising, and consider it a good investment.

To maintain volume from store traffic, supplemented by street work, you must advertise. We run, however, very few campaigns and give away very few premiums. That's why we need the properly trained resale man. He plays a very important rôle in the general scheme of retail distribution.

5. Give your sales organization a store it will be proud

of if you expect them to boost for it, or if you would hope to attract real business.

**I**N ALL our stores the appliance departments have favorable locations, as close as possible to the entrance or main aisle. They are sufficiently isolated, however, to provide against interruption when one is discussing the fine points of clothes-washing, cooking, refrigeration, or modern heating. The floor of these departments is covered with linoleum. The radio department is carpeted. Trained salesmen and demonstrators are always in attendance. You must put "lure" into your store, make it comfortable. This applies especially to hardware merchants.

Summarizing the results of my observation and experience it is evident that even retailers with well established and adequately stocked stores cannot afford to do without the services of the right kind of resale men. But—those men must first sell the store and the service to its customers which its permanency and valued reputation make it obligatory to render.

The store must co-operate by providing leads and "lure."

The plan will produce volume sales on goods which have to be sold.

The right kind of canvassing will *not* create ill will.

It should make possible a moderate amount of "cold-turkey" canvassing at a profit, particularly in the newer sections. Our men average about four "cold" calls per day. We estimate that 15 per cent of all major appliance sales come from this source.

Outside selling, properly conducted, does not eat up all the gross margin. It is a necessary adjunct to store operation. Store good will helps the outside man and the outside worker has it within his power to increase store traffic. Total result, an added volume which more than counteracts added expense.



The Portland "Oregonian" sponsored a slogan contest which heightened consumer interest in the local co-operative refrigeration campaign. C. C. Crawford, president of the city's Refrigeration Trades Association, used this novel filing cabinet for the 5,600 manuscripts entered.

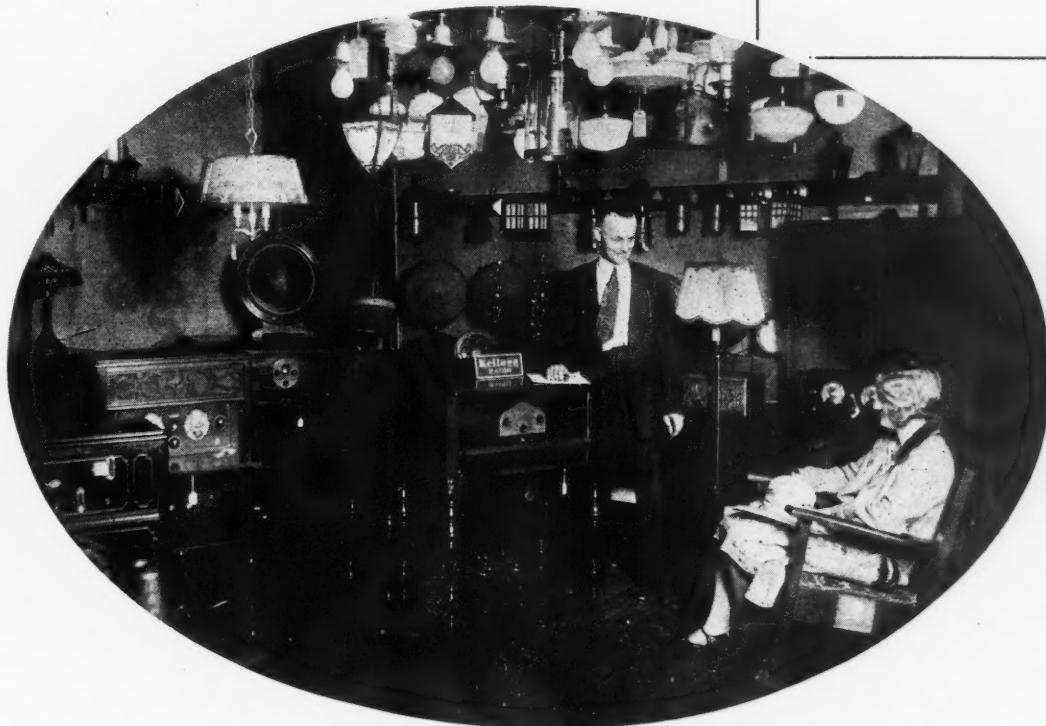
## Portland Again Conducts Joint Refrigeration Campaign

**T**HE success of last year's co-operative campaign in which electric refrigeration interests, ice manufacturers, dairy delivery companies and retail dealers co-operated, was repeated this year by Portland, Oregon, in a drive which lasted from the 11th to the 23rd of June.

The campaign, similar to that conducted in 1927 was of a general educational nature, emphasizing the value of refrigeration, irrespective of its nature. The Refrigeration Trades Association, a body made up of manufacturers, distributors and dealers in any commodity or device having a relationship to refrigeration of any sort were the sponsors of the idea, but in addition special advertising was done by members and associated organizations.

This year an additional feature in publicity was the prize contest for a campaign slogan and for an essay on the advantages of refrigeration, which brought out approximately 5,600 entries. The contests were sponsored by the Portland *Oregonian*. Five hundred dollars in cash prizes were offered, with a first prize of \$100 in each division.

# "RADIO Helps Our Appliance Business"



T. J. ALLEN'S radio equipment display is deliberately placed beneath his lighting fixtures. Fifty per cent of his radio set buyers also have convenience outlets or wall brackets installed, paying for these as part of the radio contract.

When a contractor dealer handles radio he not only opens the door to added gross volume but he enlarges the opportunity for increasing the scope of his other activities.

Fifty per cent of those who purchase radio equipment from the Allen Electric Company, Danville, Ill., also order the installation of a special outlet, a wall bracket light over the set, or both. Six major wiring jobs, ten refixturing sales and numerous appliance orders, are also credited to contacts with radio prospects. President T. D. Allen estimates a total increase of not less than \$4,500 in "complimentary lines" since February, 1927, directly traceable to radio customers.

"Radio sets bring well-to-do prospects into my store," he says. "We always question these prospects concerning their fixture, wiring and electric appliance requirements. On the other hand, my wiremen report prospects to my radio manager. I pay my employees \$5 for every radio prospect closed by our radio salesmen, which they may have reported."

"The problem of locating worthwhile rewiring and

## For Store Traffic

**I**F THERE is any one thing that the average electrical store needs to better business it is merchandise with sufficient popular appeal to induce people to "come in and look things over."

Radio, with the tremendous appeal of a luxury which is now looked upon as a necessity in many homes, is filling the gap for the four mid-western dealers who contribute to this article.

refixturing prospects is largely one of getting into the home, and then pointing out the need for these improvements. The fact that radio sales are so frequently consummated in the living room provides just this opportunity.

W. H. Best, owner of the Best Electric Company, Ames, Iowa, states the matter this way:

"During 1926-27, forty per cent of my radio leads came from old appliance customers. Now, radio buyers are developed into prospects for appliances,

art shades and extension wiring jobs."

The service department of the Best Electric Company is on a profit basis, estimated at 7 per cent net for 1927, because its billings for labor and material far exceed the actual cost of these commodities. He charges \$1.75 per hour for all labor not occasioned by an actual defect in the set itself. Free service is limited to a 60-day period.

An Indiana contractor-dealer, whose policy is such that service not only pays its own way but actually contributes toward the reduction of general overhead expense requires that the salesman who sold the set must attend on his own time, all service calls received during the first 30 days from the date of sale.

This dealer says: "With the present-day set the initial calls for help are not due to defective material but to an incomplete selling job or the natural frame of mind of the average new user. The remedy is additional salesmanship. Because people forget so easily I insist that it is just as much a part of the salesman's job to keep the set sold as it is to secure the signature on the dotted line."

"Radio," declares George McAfee, president of the Central Electric Company, Des Moines, attracts the woman customer.

McAfee has located his radio department in the rear of his store. In order to reach it, it is necessary to pass a comprehensive showing of major and minor devices.



# Working Speed and

THE electrical dealer today is out on a cracked limb. I am divulging no secret, nor breaking any confidence when I make this statement. A great many people already know that the electrical dealer is out on a cracked limb, and quite a few folk are holding meetings and passing resolutions about it.

At some of these meetings attention is given to the cracked limb—what made it crack?—and how can limbs be persuaded not to crack in future?

At other meetings they are inquiring who chased the dealer out on this limb?—and shouldn't there be a law or something to protect dealers from being chased out on limbs?

Still others declare that the dealer climbed out on the limb of his own accord, and they propose that we appoint a committee to educate dealers on how to pick safe limbs to climb out on.

In the meantime, there sits the electrical dealer out on his cracked limb, without parachute or other safety gear, and in imminent peril of making a forced landing on one eyebrow.

How or why he got there seems to me to be a matter of purely academic or speculative interest.

How to get him safely down is the question.

\* \* \* \* \*

Nobody can save the electrical dealer but himself—no committee, association, league or law.

As long as I have been in the electrical trade—and that is as long as there has been any electrical trade—an almost continuous effort toward some sort of standardized dealer salvation has been going on. Nothing has come of it. Nothing will.

He has got to save himself.

The reason why this is so is because the electrical dealer, like all the rest of us, is an individual. He isn't something that can be stamped out on a punch press—not something that can be cast in a mold—not a mechanism that can be plugged in at any convenience outlet and be counted on to run until the brushes wear out. He is an individual.

A mentally cock-eyed individual, sometimes—frequently an individual lacking in cerebral content, initiative, energy and business ability. On the other hand, and just as frequently, he is a keen, straight-thinking, enterprising, dynamic go-getter and a canny, cold safe-keeper. I've known both breeds and all between. They are all individuals. There is no such thing as an "average" dealer.

And it is because each dealer has his own distinct individuality, and is confronted with his own peculiar local conditions, that no packaged scheme of salvation is possible. No outsider, however wise, can make a long-distance appraisal of his personality nor know by telepathic omniscience what he is up against. Only the dealer knows that. He alone is johnny-on-the-spot. So he alone can say what's necessary to his salvation.

All we can do is help him think.

\* \* \* \* \*

THERE are, broadly speaking, two general types of electrical dealer having trouble right now—those who are out after too many sales and those who are content with too few.



If you run your machines, your men, yourself, or your business at a higher speed than they are designed to travel, you operate at a constantly lower efficiency and lower percentage of profit, at a constantly higher cost and higher element of risk.

# Breaking SPEED

**RAE, Jr.**

The fellows who want too many sales are monkeying with the Law of Diminishing Returns. I don't know who passed this Law of Diminishing Returns, but I do know that it has never been repealed and is working overtime right now to the loss and sorrow of quite a few electrical dealers. The main idea of it is this: *The faster you go the more power you use.*

Just to make it simple, let's compare a retail business with an automobile:—

It takes a lot of power to start. To get the old bus going you pull the lever into low and use beaucoup gas to overcome inertia, then you advance to second to pick up speed, and finally you slip into high and she rolls along sweetly at the normal forty or forty-five with the engine purring at maximum efficiency.

But suppose you step her up to sixty or seventy-five: then you begin to run counter to this Law of Diminishing Returns. For every increase in speed above normal you use up more gas per mile, for each increase you burn up tires faster, you put a heavier and heavier strain on the whole machine which adds to upkeep, and if you persist in crowding her you finally reach the point where the old crock can't stand the gaff and will just naturally disintegrate under you.

That, in the rough, is the way this Law of Diminishing Returns works out. It applies to machinery and men alike; it applies inexorably to business. If you run your machines, your men, yourself or your business at a higher speed than they are designed to travel, you operate at a constantly lower efficiency and lower per-

centage of profit, at a constantly higher cost and higher element of risk.

Right here it is to be noted that not all machines nor men, and not all businesses, are geared alike. Some are built for higher speeds than others. What might be a killing pace for one is loafing speed for another. The successful man is the one who has the brains to know at what speed he can operate with maximum efficiency, and who has the courage to hold that pace.

The tragedy of our industry is that so few have such brains and courage.

\* \* \* \* \*

FOR a lot of electrical dealers have recently tried to defy this Law of Diminishing Returns. They have used a lot of energy to get started; they have used a lot more to get up to speed; but, having attained the speed at which they could operate most efficiently and make the most profit, they haven't been content.

With organization, location and capital to handle (let us say) twenty-five vacuum cleaners a month at a fair and comfortable net profit, they have said to themselves that a little more pressure would double their sales and their profits. So they slam down on the accelerator with a heavy hoof. More men are put to work covering more territory. The sales move up like the figures on a speedometer—30—35—40—45—50 a month. Everybody is working under unnatural nerve strain. There are special campaigns, pep talks, sales contests, premiums, bonuses, expenses, more expenses. The manufacturer pats them on the back and helps them whoop it up! "Step on 'er, kid, yer doing fine!"

Then comes January first.

The auditor enters with a sour face. "Volume doubled, but we're in the red."

We have no exact record that tells how many electrical dealers have gone broke trying to buck the Law of Diminishing Returns, but the number runs into the thousands.

\* \* \* \* \*

**T**HREE is just one known cure for this sales-speed-mania, and that is clear vision directed coldly upon a set of brutal account books.

Of course every dealer keeps books. But a lot of books are altogether too tactful. They don't like to hurt the boss's feelings—don't like to reveal the raw and unpleasant truth in a nude state. The figures in the lower right corner of the trial balance may be written in red, but scattered all through it are pretty alibis and soothing salve.

And while, of course, every dealer looks at his books, a lot of dealers are altogether too lenient in the looking. They say to themselves, "Sure, I lost money last year, but that was because—" and the explanation sounds so plausible that the manufacturer agrees to hold the sack awhile longer.

But true and brutal books looked at with a cold and fishy eye will cure sales-speed-mania.

Try it.

\* \* \* \* \*

**A**NOTHER type of dealer who is out on a cracked limb (as we said before) is the dealer who is content with too few sales—no, that's not right—I should say, the dealer who is content with *too few customers*.

The trouble here lies in the fact that the electrical dealer is a *dealer* and not a *merchant*. Merchants think in terms of customers; dealers think in terms of sales.

A lot of electrical dealers who are out on a cracked limb today are keen and quite successful in making, let us say, washing machine *sales*. They get the order, collect the money, and call it a good day's work. To them the people who have bought the washing machines are as water over the mill wheel—something that has served its purpose and gone its way.

Yet these people who have bought washing machines may all be potential customers even now for something like a thousand dollars' worth of other electrical merchandise, and experience shows that this merchandise wears out within ten years at longest, or new merchandise comes into the market to take its place, so each such washing machine buyer is not only a potential thousand-dollar customer now, but is a continuous hundred-dollar-a-year prospect forever amen. Yet because we have never thought of them as everlasting customers, nor seriously studied the problem of building up repeat business, we have let them go—little realizing that we were letting go of the most important factor in retail success.

Now consider how a dry goods merchant looks at the same people. When they come into his store he greets them as old or new *customers*. The merchandising problem, as the drygoodsman sees it, is both to make the sale and win or hold the customer. His policy is to show them what they want in such manner that they will both buy now and come back later. If they don't come back he's sunk, for no dry goods merchant can do business on a sell-'em-and-kiss-'em-goodby basis. Neither can you.

\* \* \* \* \*

**I**T IS one problem to sell, and quite another problem to get folks to come back of their own volition to buy. Incidentally, there is less profit on goods that are sold than on goods that are bought.

I have long believed that the electrical trade puts too much emphasis on strong-arm selling.

To find out whether I was right or not, I recently made a little experiment in electrical merchandising. I hired a man, furnished him a car, gave him a fistful of business cards and sent him forth—not to sell, but to ask *folks what they wanted to buy*. You'd be surprised.

In three weeks this man dug up prospects for about three thousand dollars' worth of electrical merchandise. Two refrigerator agencies had canvassed the territory quite recently, yet he found five live prospects for refrigerators. The town had been lousy with vacuum cleaner salesmen, but he found prospects for cleaners and sold two without asking for the order or demonstrating the machine. Folks ordered fuses, bulbs, a percolator and a kitchen light—not things he attempted to *sell* but things *they wanted to buy*. The trouble was that he tried to climb a telegraph pole with my Hupp car, and that ended that, at least temporarily.

But it proved my point, which is this: There are a lot of people who *want to buy*, but they *resent being sold*.

\* \* \* \* \*

**T**HE electrical dealers have been selling—selling—*selling*. It seems not to have occurred to many of us to turn the selling process hind side foremost and give the public a real impetus to buy.

The obvious short-cut answer to this suggestion is to offer the public some sort of special inducement and wait for them to bite. But what will we offer? You've got a lot of stuff you'd like to get rid of, and you study over this and that item, discarding one sales idea after another till they all seem wet and sour.

Well, since you can't decide, why not let the public decide? Why not advertise—

---

## THIS WEEK ONLY

*[in addition to a special demonstration and sale of This Washer, That Ironer or T'other Vacuum Cleaner we offer you a special discount on]*

# ANY

## *Electrical Appliance* you want to BUY

This is a new kind of sale. We want the people of Podunk to realize that we are here to serve you. As electrical headquarters we have what we believe is the best selection of the very best electrical merchandise, but during this sale you are not restricted to the appliances we have to sell, you get exactly the things

*You Want to Buy*

Simply tell us what you want. If we haven't it in stock we will get it for you. And whether it's from our stock, or ordered special, we will, for this week only, grant you a

**10% Discount**

from the regular price, thus giving you a substantial saving upon the particular electrical items which you have been wanting. If you are not exactly sure what you want, consult our information files which contain prices and descriptions of practically every electrical item on the market.

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## THIS WEEK ONLY

*(Continued on page 111)*

*Electrical Merchandising, September, 1928*

# *Another Dealer*

**C**The article by Ray Thurman in last month's "Electrical Merchandising" stimulated a number of dealers and central-station men to comment. The following letter from A. J. Peters of Pontiac, Michigan, is a challenging criticism of the quota system.

Editor, *Electrical Merchandising*:

"**A** DEALER Speaks His Mind" proved to be very interesting because it strikes so closely to home. For three years we have kept in close touch with the electrical dealers, especially the specialty dealer pushing one or two nationally advertised appliances. As I read this article I marvelled at the exactness with which Mr. Thurman painted the picture, I am sure his thoughts are those of 90 per cent of the specialty dealers today. Our experience has been identical with that of Mr. Thurman. I hesitate to add or subtract as it is such a perfect picture.

We opened an appliance store in July, 1925, handling almost exclusively the washer of one of our national manufacturers. We were shown "black on white" what a wonderful proposition it was. How much we could buy them for and what they would be sold for. The difference between the cost price and selling price was \$65. We were told that \$20 a unit would take care of the overhead—at least no more than \$25. This would leave a net profit of from \$40 to \$45 a unit.

At the time we opened our store the washer we were to handle was absolutely unknown. Perhaps nineteen washers in a town of 45,000 people. For a year and a half, we ran *our* business according to good business horse sense, but we were continually fighting with the factory representative as to the policy of our business. His policies were almost radically different from ours. He would continually threaten us with disfranchisement if we refused to follow his suggestions, or rather, demands. However, the washer was not yet popular enough to make the disfranchising a threat. In spite of all the usual troubles and worries with the threats from the inside we succeeded in making a profit.

But after a year and a half of hard work trying to put this manufacturer's washer on the map and trying to show a profit we had enough washers in the territory to make disfranchising a real threat and problem. We were at a loss whether to quit or go ahead on the manufacturers "100 per cent program." We decided on this "100 per cent program" knowing well that it was against all good business horse sense. But surely it was better than quitting we thought. May I add at this point that we made a big mistake here. We should have quit. We ran the business (it was no longer ours in the true sense of the word) for six months on their factory program.

# SPEAKS

In brief, their 100 per cent program meant a quota of at least 125 washer's a month, house-to-house salesmen and trucks for these men, at least seventy-five washers on demonstration at any one time, in short, sales regardless of profit.

A sale, as defined in their 100 per cent program, is a piece of paper with a name and address on the lower left hand corner made out by these house-to-house men, who tell the party that signs these papers that the company is very liberal and in case they cannot make the whole payment, why, make as much as they can, with several scores of other promises regarding the payment of the washer.

Money is accompanied with some, others have promises attached; promises prevailing. The salesman is then given his commission, which must be paid not with promises, notes, or used washers but in cash.

During this period our sales ran from 75 to 105 a month. At the end of this six-month period we decided to come back to a good business-like basis and stick it out as long as possible before we were disfranchised. At the end of four weeks, eight of the seventeen men were left. At the end of the second month, four salesmen were left. During the last six months of this year we were repossessing on the average of twenty washers a month, cleaning up the mess of the previous six months business.

We again found our proper sales level, which was about thirty-five to forty washers a month, with four men. We were making a satisfactory profit and the men were happy. But the manufacturer and his representatives were not happy. They work on a commission basis. And they began making preparations to remove us, which was done just recently—we are now left with about \$40,000 accounts receivable to collect. This situation certainly doesn't leave us with love for the appliance business. The manufacturer loses nothing in any of these situations. He gets *cash* for his washers before you open the car.

I know this story of our business is typical of over 90 per cent of the exclusive dealers of this manufacturer in the state of Michigan. In fact, in most cases, a lot worse than we were dealt. Surely all these dealers can't be wrong. But as Mr. Thurman stated, perhaps we are dead from the neck up, or we would never have gone into such a business.

A. J. PETERS,  
Pontiac, Mich.

I am the free  
FULLER HANDY BRUSH

Let me work for you. I am skilled at 100 Cleaning Jobs, such as—

Cleaning Meats and Fish	Cupboard Shelves	Rubber Floor Mat
Breakfast and Cereals	Pastry Boards	Massing Wreath Toys
Beets and Carrots	Cat Glass	Soft Collars and Collars
Potatoes for Baking	Pots and Pans	Linoleum from Peel and Castor
Scrubbing Kitchen	Table Tops	Pad Iron Catalogues
Meat Chopper	Spattering Plants	Sprinkling Clothes

I am the little brother of forty-five other Fuller Brushes, all known by the Fuller trade mark on the handle and the Head. The Trade Mark is registered.

THE FULLER BRUSH

PRINTED AND MADE IN U.S.A.

© 1927 F. B. CO.

### The FULLER BRUSH Company

salesman gives away, free, a small inexpensive sink-brush which makes his call welcome to the harassed housewife and incidentally makes him hold his head a little higher. He feels that he is not a mere grafter of another's time.

**T**HE passing out of the current form of "cold turkey canvass" should affect volume in no way but a healthy one. A strict caloric count applied to our holiday dinners will show that our national bird of the table plays but a minor rôle in nourishment value. Its elimination from the menu would have no effect other than to avert Little Willie's tummy-ache—the salesman being "Little Willie" at the appliance board.

The good sales executive can make a little "cold turkey" go a long way if, like the good chef who provides a balanced meal by supplying the real nourishment in the form of potatoes, turnips, dressing and garniture, he will garnish a small amount of cold turkey canvassing with features appetizing to bell-ringer and bell-answerer—"side dishes" that will stick to the salesman's ribs, in the form of:

*Leads from truly productive advertising; leads gathered from store time; and office support that digs below the superficialities for potential business.*

**I**F THERE is any one side dish that will fatten the ribs of a salesman's earning structure, that dish is a system that will send him out in the morning with at least a couple of qualified leads in his pocket. But what source leads—and what price leads?

No mother ever had a homely baby, and appliance



# "Cold Turkey"

### The GROLIER SOCIETY

provides each salesman with ten leads for the "Book of Knowledge" daily.

### The CHEVROLET Motor Car Company



sends three direct-mail pieces per week to ten prospects contacted by its salesmen.

manufacturers who pay dearly to give their advertising messages to the world can scarcely be blamed for thinking they are models. A normal pride should not, however, blind them to the beauties—and profits—visible in their neighbors' offspring. To be specific:

Before me is a copy of *The Saturday Evening Post*, opened to a pair of pages that must be the apple of a certain famous appliance maker's eye; a beautiful, two-color, double-page layout that cost about \$15,000.

It is not for me to say why the feet of that advertisement are of clay; or why, compared to other advertisements, it is an anaemic offspring. The point I stress is:

Cold-turkey canvassing by that manufacturer's salesmen could have been at least partially eliminated, with a probable betterment of volume, if he had used his \$15,000 of space for the active solicitation of prospect inquiries and if he had facilitated the sending of such inquiries by offering the consumer certain inducements and by the inclusion of a convenient coupon for that purpose.

To say that this cannot be done is to fly in the face of positive evidence to the contrary.

The Grolier Society ("The Book of Knowledge") provides each of its salesmen with ten leads daily, obtained from national and direct-mail advertising conducted on not nearly so large a scale as most appliance campaigns.

By Alan Streeter

# Appetizing

The Encyclopaedia Britannica engages men on the understanding that they will work exclusively on written leads, barring such pyramiding as they may care to do from these original names. It might be remarked that on those rare occasions when Britannica advertises for salesmen it gets—and keeps—the very best.

A very brief perusal of assorted media will disclose a great many other successful houses using nothing but strictly inquiry-bringing advertising, only a few of them being the mail-order houses to whom written leads are the very life-blood of business.

But with the exception of the Ponsell Floor Machine Company, a consistent user of keyed coupon advertising, not one appliance manufacturer is bidding for immediate cash results from the so-called printed salesmanship that he is paying for.

"But"—I hear the cry arising—"Electrical appliances are different!"

One appliance executive tells me, "There's no use putting coupons into the advertising. Such leads are no good—just curiosity seekers."

Those statements won't jell. Five years ago the employers of pestiferous book agents were saying that they were different; today they are, as a class, independent of the cold canvass. If their inquiries have come from

"just curiosity seekers," then the publishers surely have capitalized handsomely on these curious people!

Local sales promotion: Let us first illustrate this with an example from outside the trade.

The Chevrolet Motor Car Company maintains, in each of its territorial sales offices, a co-operating sales promotion force that intensively develops the ground that has already been broadly tilled by the national efforts directed from Detroit. Particular functions these territorial promotion forces do not have; acting independently of the purely local office or dealer, and quasi-independently of Detroit itself, they are at the instant disposal of anyone concerned with the prosperity of the Chevrolet car. They operate on the sound theory that the retail outlets should at all times be leaning on the manufacturer for help and if the outlets do not so lean, they seek the underlying reason.

Such territorial offices would find plenty to do in the appliance trade; in the development of apartment house territories ordinarily uncovered by the best of cold canvassing; in the development of territories largely populated by aliens—those sections that salesmen avoid.



## Why Not These

to Help the Appliance  
Salesman's Approach?

*Couldn't the salesman hand out small plural plugs, handle plugs or two-way attachment plugs, free, on his "cold" calls?*

*Couldn't the washing machine salesmen offer the housewife a small box of washing powder to pay her for time and trouble spent in answering the doorbell?*

*Something of the kind is needed to garnish "cold turkey" and to make it attractive to both salesman and housewife.*



as though they were plague spots; in the development of sections as yet unwired and therefore unsolicited—potentially profitable missionary work.

One of the very few definite functions of Chevrolet's territorial offices is the handling of the direct-mail advertising support for salesmen; done by the territorial office in the interests of speed and personal supervision by men familiar with the territory.

Each week the Chevrolet Motor Company permits each of its salesmen to send to the territorial sales office the names and addresses of the *ten* best prospects he secured during the preceding week. To each of these prospects the office sends a three-piece direct mail campaign designed to sell the prospect, not merely on the car, but on the local dealer and salesman.

Will the men use such facilities? Does it pay?

It is a matter of record in practically all dealer establishments that the majority of the men voluntarily solicit this territorial office support and that they do so because they find it pays in dollars and cents. The proof of the pudding lies, of course, in the fact that Chevrolet has been continuing this work since early in 1925.

Such specialized work could not but be felt in an effort to find an adequate substitute for the waning and wasteful cold canvass. It cannot be done, however, from a distant home office nor can it effectively be done by branch or crew managers as a side-line.

Executives willing to pay approximately 16.4c. each for prospects' names can immediately eliminate much of their cold canvass schedule. A \$25-a-week telephone salesman, making five hundred and fifty intelligently directed calls weekly (at about 3½c. a call), can average twenty-seven qualified prospects for outside closers to work on.

THE subject is necessarily too broad to be treated as the section of an article but exact details for securing these results were given in the article on telephone selling in the April issue of *Electrical Merchandising*. Executives will find the telephone a mighty aid toward the elimination or curtailment of the door-to-door canvass.

Four Eastern branch offices recently advertised for salesmen, each one definitely stating that it wanted *table salesmen for department stores*. Investigation developed that not one of the four gave more than four hours weekly to each man. Only one was able to immediately make good on even that offer. The others were so heavily committed to green recruits that they could promise nothing, even to a man of experience. All of them were using their tables as catpaws in the frantic efforts being made by branch offices to enlist new blood.

Isn't this procedure harmful alike to manufacturer and salesman? To the maker in that it reduces the amount of qualified representation at a focal sales point? To the qualified salesman in that it scatters his abilities on the wasteful cold canvass when they might be more profitably employed at a point where the best of salesmanship is none too good. The use of tables as salesman-bait is a pernicious practice that is gaining ground; the condition is *not* an isolated one.

If the sites for United Cigar Stores were chosen as the spots for appliance tables are often "selected"—we would have United Cigar salesmen ringing our bells for business, too.

Just so soon as the branch offices grab hold of the following truth with both hands, just so soon will salesmen have on their menu a side dish nourishing enough to supplement the inadequacies of our barnyard friend: A properly featured table, in a well-trafficked section of the store, supported by ample local advertising, aided by attractive window displays, and manned by *qualified* salesmen, is worth at least a dozen cold turkey artists on the outside.

A recent investigation among a large group of stores disclosed tables in inaccessible corners of bargain basements; tables in wholly unrelated departments; tables wholly minus the decorations that stores lavish on their "regular" counters; tables over which the magic wand of local advertising and window displays has never been waved. There are no vitamines in tables that are mere skin and bones.

In "the good old days" it was not difficult to understand why branch managers regarded such conditions so complacently. But in the present battle for business it is exceedingly difficult to understand why they do not apply a higher order of salesmanship to the task of securing adequate representation of these focal sales points.

A BRANCH office, one appliance salesman tells me, is the place where they tell you about your reverts. Call that crack dumb, sarcastic, impudent, or what you will. It remains true in too many instances.

Couldn't a little *real* co-operation come from these offices? Co-operation that goes a little deeper than the mere superficialities of answering the telephone, keeping the records, and initiating those artificially hilarious "pep meetings"? For example:

While the branch offices of the Fuller Brush Company did not, of course, originate the plan they are havens for Fuller salesmen because it is at these offices that the men get those little sink brushes that they distribute, free of charge, on their cold calls. They are little things, presumably cheaply produced, but they make the Fuller salesmen's call welcome to a harassed housewife. Incidentally, the giving of them makes the man hold his head higher; he feels that he is not a mere grafter of another's time.

Couldn't the appliance salesmen hand out, let us say, small connector plugs, handle plugs or two-way attachment plugs to remove the nuisance element from their calls. Couldn't the washing machine manufacturer offer a small box of washing powder to pay the housewife for her time and bother? These things shouldn't cost so *very* much because after leads, adequate table time and genuine co-operation are given to the salesman, he won't have time for very many cold calls.

If salesmen *must* pick the bones of this barnyard creature, the dish would be more palatable—and profitable—if it were at least garnished to *seem* more tasty than it really is.

# 60,000 *Lamps to* 35,000 *Customers* in TWO WEEKS

*Utility campaigns kits in Watertown,  
Rome, Oswego and Malone, N. Y.*

By W. E. MASON

*Northeastern Power Corporation,  
Rome, N. Y.*

OUR sales period was from March 10th to 24th, quota was based on one lamp per residence meter or a kit for every six meters. The kit was composed of two 40-watt, three 60-watt and one 100-watt National Mazda lamps, selling at \$1.61 delivered.

The quota follows:

Watertown division .....	2,410 kits
Rome division .....	1,000 kits
Oswego division .....	900 kits
Malone division .....	690 kits
System .....	5,000 kits

A key man was appointed in each one of the four properties to direct activities. Teams and team captains were appointed and quotas apportioned to both teams and members. These quotas were based on the number and the character of the employees in each team which were departmental, each department having one or more teams as the number of employees warranted.

Team captains were department heads or outstanding employees. Previous to the opening, meetings or dinners were held and all company employees attended. At this time the activity was completely outlined and all questions were answered.

Two signed letters were sent to all employees, one from the President of the local company asking for co-operation and explaining that it was a company activity for and by everyone and the other from the department head giving a complete description of the entire activity. Special sales manuals were printed and given out.

Teaser ads, which were run in all of the local papers every day for a week previous to the sale and a  $\frac{1}{4}$ -page

spread on the opening day constituted our newspaper advertising. Full use was made of the sales windows by means of novel displays portraying the "war on gloom" etc., each window being changed twice a week. All company cars and trucks were covered with banners, as were also the stores.

Employees were given a free hand, no territories being assigned. Some employed the use of church societies, etc. to increase their sales. In these cases the employee would turn the commissions over to those who did the selling. He would get credit for the sales and thus greatly enhance his chances for one of the prizes.

Novelties, such as selling the Mayor the first kit, were used and considerable publicity was thus obtained. Bulletins were issued every other day showing the relative standings of the divisions and high employees. For the greater part, the success of the campaign was due to hard work on the part of everyone. The employees realized that it was a wonderful opportunity to increase their earnings and that idea was the main driving force.

The results were as follows:

Oswego .....	2,243 kits or 249% of quota
Rome .....	2,380 kits or 238% of quota
Malone .....	1,532 kits or 222% of quota
Watertown .....	3,677 kits or 152% of quota
System .....	9,832 kits or 196% of quota

As nearly as we are able to determine, about 80 per cent of our employees sold one or more kits. About 10 per cent made no attempt to enter into the activity and the other 10 per cent tried but were unable to make any sales. Due to the extra compensation given, most of the employees delivered the kits they sold or else divided this amount with someone else to do it for them.

The effect upon the employees was much greater than expected. It fostered a wonderful spirit of co-operation among them and also helped to make them know each other better. It developed an intense spirit of rivalry among the divisions.

We found in many cases that our customers used all of the first kit to fill up the empty sockets and then, realizing for the first time that this condition existed, purchased another kit for a "spare." The sales resistance for the 100-Watt lamp, was greatly reduced and many now appreciate the necessity of having a reading or utility lamp in the home.

It goes without saying, of course, that we put a very welcome and increased load on our lines.

**"WE found in many cases that our customers used all the first kit to fill up the empty sockets and then, realizing for the first time that this condition existed, purchased another kit for a 'spare'"..**

# Washers Now Sell



D. S. Richard

Sales Manager,  
Birmingham Electric  
Company,  
Birmingham, Ala.

DU probaby to the popularity of the colored Mammy's "syndicated washtub service," the Southern cities have always been difficult territory for washing machine merchandisers. But in Birmingham, Ala., this condition is rapidly changing, according to E. Z. Ponder, manager of the Easy Housekeeping Shop, who says: "It is becoming increasingly difficult to obtain satisfactory colored servants and Southern housewives are beginning to realize that the colored Mammy's service is not always all that can be wished for from the standpoint of sanitation."

By featuring the sanitation appeal, the Easy Housekeeping Shop, co-operating with the Birmingham Electric Company, sold in the month of June, 187 washers (ABC). This is a record for the city, we are told by D. S. Richard, salesmanager for the utility company, who believes that the fact that these washers are now in actual use all over town will do more to promote the sale of new equipment to other families than the cumulative advertising of the past year.



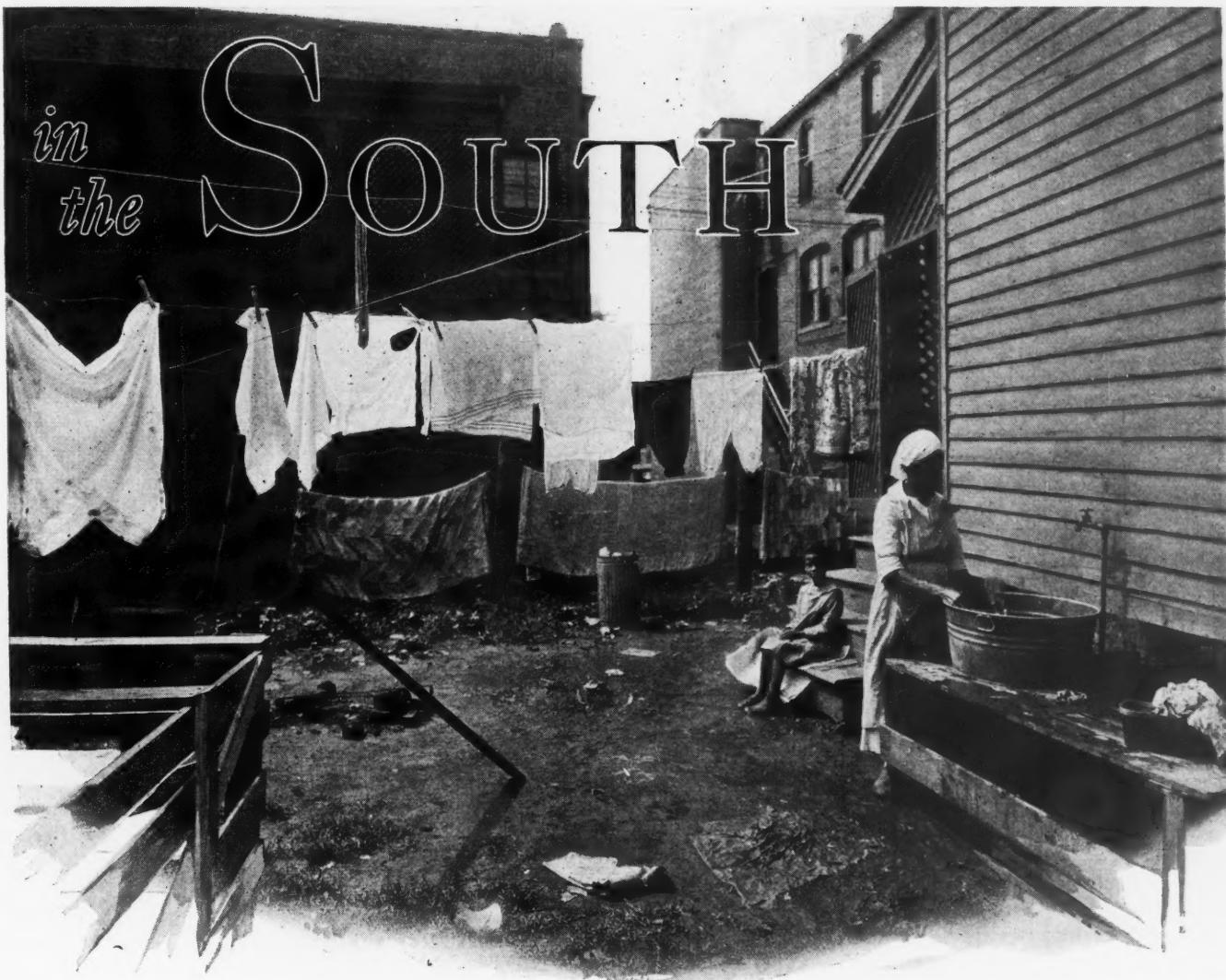
## 187 Sales in 30 Days

By appealing to the housewife's sense of sanitation, the Easy Housekeeping Shop, co-operating with the Birmingham Electric Company, sold 187 washing machines in 30 days

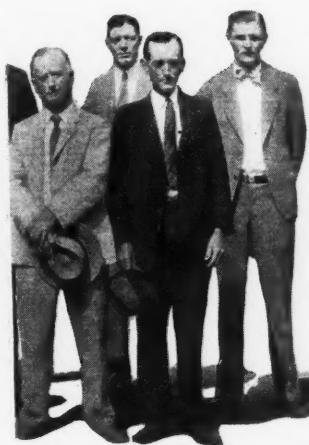
"Because the market is far from saturated, the South will soon be the country's best bet for washer sales," says E. Z. Ponder, manager of the Easy Housekeeping Shop.

These canvassers and salesmen put over the campaign, selling 162 machines in the homes of residents of Birmingham as the result of personal solicitation. Five sales were made as a direct result of 'phone calls in response to newspaper advertising and the remaining machines were sold in the store.

THE Birmingham Electric Company, with which Mr. Richard is connected, is the central station company serving the city and all advertising during the campaign was conducted in its name, although the sale was actually managed by the Easy Housekeeping Shop. The sales personnel was organized by Mr. Ponder, while the central



## Mammy and Her "Syndicated Washtub Service" are Passing Out



station passed upon the credits and handled the lease-sale contracts and their collection.

The direct canvassing method proved to be the method of selling which produced the most sales during the 30-day campaign period. Of the 187 washer sales actually closed by the salesmen all but twenty machines were sold in customers' homes, following personal solicitation. Five machines

were purchased by housewives who telephoned the office of the Easy Housekeeping Shop in response to the advertising of the utility. This response was quite gratifying as it is unusual for a Birmingham woman to buy a major appliance without home demonstration.

None of the canvassers participating in the co-operative sale had had any previous experience in selling washing

machines and were hired by Ponder merely for the duration of the special sale (he is the local distributor for the washer), yet four of them averaged better than \$75 per week during the month of June, and one man, R. S. Douglas, made commissions amounting to \$164.50 in a single week. J. M. Tuggle, another man, led in number of machines sold during the drive, with twenty machines to his credit. The best day of the entire month netted thirty-two sales.

### STRESS SANITATION APPEAL

THE men invariably stressed the sanitation appeal, coupled with the low cost of doing the washing electrically. Continual pounding on the sanitation appeal in the past is evidently having its effect as sales resistance during the drive was much lower than was expected. The machines were sold at the standard, or list, price, though liberal terms were permissible, payable over a period of eighteen months with the customer's electric light bill. Comparatively little money was spent on advertising by the utility, two medium-sized newspaper ads announcing the beginning of the sale and dash posters being displayed on the front of Birmingham street cars during the final week of the drive.

# Your BUSINESS—

## A Department Store Executive Looks at Appliance Selling

IN CONTRASTING a cross section of department store practice today with that of other electrical retailers, one of the first differences noted is that of names. Were it not for the fact that psychological and efficient are the two most overworked words in the English language, I would be tempted to point out that there might be a psychological effect there. In any

event, electrical retailers are generally referred to as *dealers*, whereas department store men are commonly called *merchants*. The dictionary informs me that a dealer is a *trader* and that a merchant is one engaged in *trade for profit*. Is there any point there?

Another point of division is that in probably the great majority of cases, based on total volume of business done, the men who actually control and, in the final analysis, direct the merchandising of electrical appliances are not *merchant-minded*.

Now that is not consistent. No one thinks of consulting a physician on a point of law nor calls in a lawyer for his ailments.

That brings up a third point: For many centuries it has been the fashion for professional men to actually look down upon the trading population, but there is no need of an inferiority complex there. Rather the opposite. I am proud to call myself a merchant and so should every retailer be. Why? Because I am part and parcel of the greatest industry in the country. It was only a week or so ago that I heard one of the most distinguished leaders of the public service industry refer to it, over the radio, as second only to agriculture in size. The inference I drew was that agriculture was our leading industry. I have heard that for a number of years. It is not so. RETAILING is the greatest industry in America and you and I are an integral part of it.

I AM not going to bore you with a lot of statistics. Some one said recently that if all the statisticians in the country were laid end to end, it would be a damn good thing. I guess we all feel like that at times. But I do want to call your attention to some "round" figures which I have gathered as best as I could from authorities available.

The total value, at retail remember, of all agricultural products produced in this country, including live stock, is less than \$30,000,000,000 annually; whereas, recent estimates place the value of the retail trade in this country at about \$40,000,000,000. And that is only the dollar and cents angle—retailers perform as essential and as meritorious a public service as any other group. If their ethics have not always been as high as some—and

### "You Must Control Your Expenses or Your Expenses Will Control You"

M R. RYAN has contributed to ELECTRICAL MERCHANDISING a long series of practical studies of operating expense and expense control in the electrical retail business. A check list of the most important articles on this subject follows:

- What It Costs Electrical Dealers to Do Business—October, 1925.*
- Electrical Profits Compare Well with Other Retail Lines—November, 1925.*
- Eliminating Wastes Means Greater Profits in Electrical Retailing—December, 1925.*
- The Retail System of Inventory—January, 1926.*
- Buying Control as Practised in the Modern Department Store—March, 1926.*
- How Jobber and Retailer Can Co-operate to Lower the Cost of Distributing Electrical Appliances—July, 1926.*
- Increasing the Net Profit by Control of Expense—December, 1926.*
- Danger Signals in Your Business—February, 1927.*
- Where Shall I Go to Get Money to Put into My Business—March, 1927.*
- Cutting Costs to Make a Profit—May, 1927.*
- How Much Would You Pay for Your Own Business?—February, 1928.*

\*From an address delivered at Camp Cooperation VIII, Association Island, N. Y., August 6, 1928.

# *a* *n*<sub>d</sub> MINE

By S. J. Ryan

President, Rines Bros. Co., Portland, Me.

they haven't—at least tremendous strides have been made in the past few decades and are continuing.

Getting back to the viewpoint of the department stores with relation to the retail electrical industry there is a fundamental conflict between the merchandising policies that have built up the department stores and those which have guided the appliance business from its inception. I refer, for one thing, to the maintenance of artificially high retail prices. In the electrical industry, department stores are usually thought of as price cutters. There seems to be some sort of vague belief that this is based on a "rule or ruin" policy. That is not the reason at all. Years before Henry Ford demonstrated to productive industry the economics of lowered prices, increasing consumption and automatically lowering the cost per unit, department stores were practicing this in the field of distribution. It is only in the past few years that we have seen developments along these lines in the appliance business.

**A**NOTHER fundamental conflict naturally is in the method of distribution. Because appliances were considered specialties in the beginning, the industry built up the most costly method of distribution possible—the taking of the goods to the consumer instead of bringing the consumer to the goods. The retail electrical field, however, has continued to use these methods long after many appliances have in reality become staples and could have been marketed—and have been and are being marketed as staples. This is the exact opposite, of course, of department store practice.

It is true many department store merchants, attracted by the large volume of sales and high rate of stock turnover, have used these methods of distribution. Most department store men who indulged in this, however, found that its wide variance from the practice in the rest of the stores, made it unsuitable to their operation. The third reason is that department store men, as a rule, have but a little knowledge of the appliance business and, consequently, exaggerated the difficulties of distributing merchandise which differs in many respects from other goods carried in their stores, requiring as these goods do attention and skill upon the part of the user beyond that necessary in the use of nearly all of the merchandise which the department store sells.

Bearing these facts in mind, it is not to be wondered at that the department store field has not been as enthusiastically enlisted in the distribution of appliances as have the other electrical retailers.

It seems ungracious for me to say that I see but little immediate possibility of the department stores supporting electric league work in their various communities. You must remember that there is probably no section of the retail field in which competition is keener than that which exists among department stores. They have formed themselves into groups of various kinds. And this tendency is developing far more rapidly today than at any time in the past, but, invariably, you will find that these groups contain only one store in each locality.

To me this seems to be the direct opposite of what league work desires to accomplish. Department store associations are formed to strengthen the individual units in their battle with their local competitors, and, outside of the contact and minor policies which they enter into through their local chambers of commerce or merchants' associations, there exists practically no co-operative effort. The department store man is by training and experience inclined to rely upon his individual initiative rather than upon the co-operation of his fellow merchants. The responsibility for bringing department stores into local electrical co-operation lies with the leagues and with local groups of electrical men.

**I**T IS the *trained merchant mind* rather than co-operation activity that can best solve the problems of retailing.

What are these prob'ems? Department store men consider the two most vital at this period of development to be control of expenses and control of inventories. I find very little recognition of these problems in the electrical retailing industry.

Inventory control does not seem to be such a vital factor with the electrical merchant and I believe this is largely due to the splendid co-operation of jobber and manufacturer in this respect. The manufacturer or jobber who loads up a retailer with more goods than he can dispose of within a reasonable period, with the bait



of a larger discount, is unintelligent and working against his own best interest. So is the retailer. This is not nearly so vital a factor with you as it is with us, and I'll not take up any more of your time with its discussion now.

Not so with expense control. We are the wealthiest nation on the face of the globe; our annual productive wealth is far in excess of any other. Here the highest wage scale exists and here the highest standard of living. Our necessities are other nations' luxuries. All of this is as it should be, but, while it gives us a most fertile market, it also breeds in all of us a disregard and frequently a contempt for economy. Unfortunately this is carried into our business. I cannot conceive of any other basic reason, not even ignorance, that could be at the bottom of the ragged expense statements that almost universally obtain in the retail electrical appliance field.

SOME years back the gross margin upon which the electrical retailer had to exist was altogether too low. Neither manufacturer nor distributor knew much about the business then. But that condition has been taken care of for some time, and the margins, on the whole, are now ample for the service rendered. But, with increased spread, came increased spending, absorbing the potential profit, so that the condition of the electrical merchant is but little better today, if any, than before.

Why is all this so vital? Because unless the electrical retailer can control his expense he cannot hope to meet the newer competition. I do not refer here to competition between industries, between the automobile man and the electrical dealer but to the same competition that faces retailers in every line—chain stores, and not chain stores so much as we know them today, but new gigantic chains handling every kind of merchandise. Chain department stores in reality. Vast organizations equipped with merchandising brains, financial resources and "key" locations in all localities.

This is no bugaboo, created to frighten the independent retailer. It is actually *happening* right under our eyes, and retailers of every kind who have given thought to the future realize that they are beginning a battle for their very existence.

Possibly you think these combinations will not be interested in electrical appliances? Do not delude yourselves. Let me give you an example? Montgomery Ward & Company, formerly a strictly mail order firm, have in operation today more than 100 retail stores and expect to have 185 in operation before the end of 1928. I am informed that their plans call for ultimately 1,500 retail stores, doing a volume, together with their mail order business, of a half billion dollars annually.

WHERE does this apply to electrical merchants? In just this way: Their four biggest items in sales are tires, electric washers, refrigerators and furniture. You can purchase a washer from them as low as



\$5 down and \$6 a month. Their time price is \$88.75 and their cash price \$78.75. Sears, Roebuck have 75 units in operation at the present time and are constantly expanding. The head of a newly organized chain of department stores believes that there will be at least one chain with sales of a billion dollars annually.

In the first six months of this year, there were 499 new locations established for 5 and 10-cent stores, 435 sites selected by the 35 active 5c. to \$1 chains and 430 new chain department store units. The chain idea is in the air and it will invade every nook and corner of retailing. Financial circles regard it as the next great industrial expansion.

How can this competition be met? Certainly not by fulminating against it. Not by "investigating" it through State or Federal Governments. It is economically sound. It is in the public interest. It can only be met by the independent retailer adapting the best of their methods for his own. The basis of the whole chain structure consists of two things: merchant minded executives and economical management.

Now, of course, I do not mean that the intelligent, energetic, independent merchant in any line is going to pass out of the picture with the inevitable expansion of the chains. He will survive, but his less intelligent and energetic brother may not. And even the best of the independents will find the going much rougher. If you do not control your expense, you'll find your expense controlling you.

How can you control expense? Not by justifying every item to yourself but rather just the opposite. Take the position that every penny of expense is wasteful unless it can prove itself to you—and never relax in that attitude. I know in my own business that if I take my hand off the brake for as much as a single week, the expense jumps up. The only person in your business sincerely interested in your expenses is yourself. I thought I was doing a pretty good job of expense control last year, but this year it will cost me less to do business than last year. Some of this decreased percentage is due to increased volume, it is true, but most of it is due to the elimination of waste of every kind. I've got to do that if I am going to progress—and so have you.

You should know best the extravagances of your own businesses. I have spoken of them at length in the past and will not dwell on them now. I would like to point out, however, that if clothing and food were retailed as appliances are, there would be many naked and hungry people in this country.

MOST merchants budget their sales volumes but not their expenses. It is equally as important—I would say even more so. And many of those that do budget expense don't live up to it.

Can you make a profit next year if you do 10 per cent less business than this year? Can you do the same volume of business on 25 per cent less stock? If you are an average merchant and can't do these things, you are not controlling your business and you ought to fire yourself.

The department store is demonstrating today that lower inventories and lower expenses make larger volume and higher profits.

As a department store man, I thoroughly believe the retail electrical industry is outgrowing the old, wasteful methods of distribution that can only bring constantly increasing costs.

# More CAMPAIGNS

¶ The Edison Light & Power Company, York, Pennsylvania, sold 1030 electric irons in 1926; 172 as the result of a one-month's campaign.

¶ In 1927, a series of five campaigns increased iron sales to 1451 units; 1350 from the floor.

¶ Waffle irons were campaigned for one month in 1926 and 352 were sold during the year.

¶ In 1927, an additional campaign increased sales to 499 waffle irons.

SALES campaigns undoubtedly increase small appliance business but if these special drives produce peaks in the sales curve followed by periods of business depression the picture at the end of the year may not be particularly pleasing to the sales manager. H. E. Carson, merchandise manager of the Edison Light & Power Company of York, Pennsylvania, demonstrated to his own satisfaction in 1927 that small appliance business could be kept at a high level throughout the year by increasing the number of campaigns. He also found it possible to sustain customer interest by periodically varying the price and premium appeals. Sales methods adopted at the beginning of the year brought about the sale of 1451 electric irons as against 1050 in 1926. Four hundred and ninety-nine waffle irons were sold in 1927, contrasted with 352 units in 1926, as a result of more continuous activity.

In 1926, the York utility conducted one electric iron campaign for the period of a month. One hundred and seventy-two irons were sold as a direct result. It offered \$1 trade-in allowance for old irons against the purchase of new, permitted terms of 50 cents down and the balance at the rate of \$1 per month on a \$7.50 iron. (American Beauty). Newspaper advertising in the morning and afternoon editions of one local newspaper was employed during the month and at the end of the year the sales sheets showed a total sale of 1030 electric irons.

In 1927, the same \$7.50 iron was campaigned during January and February on identical terms. One month later another iron was featured at \$7.75 on similar terms. (Westinghouse Automatic). Again, one month after the second campaign, another iron drive was conducted, this time with a lower-priced iron (Simplex) to vary the appeal. This iron was sold for \$4.50, together with an ironing board cover costing the company 25 cents (regular retail sales price \$2). No trade-in allowance was permitted. Again in the fall of the year, a \$4.95 iron (Edison) was featured, with trade-in allowance on old irons and the program for the year was concluded in

# More SALES

December with a special Christmas offer of a round-heel iron (Universal) plus a two piece carving set for \$7.50, cash or terms.

Irons were advertised on the same basis as in 1926 during the campaign months—one insert per day in the morning and afternoon editions of a single local paper—and 1,451 irons were sold during the year, 421 more than had been sold in 1926.

Obviously, it paid the company continuously to campaign irons.

CARSON'S experience with waffle irons was very much similar. During the first six months of 1926 the utility sold 23 waffle irons. It did not campaign or offer any special sales inducements during that period. In the latter part of the year a one month's campaign was conducted, the company offering a \$9.99 iron (Manning-Bowman), terms 99 cents down, \$1 per month, plus a half-pound bag of flour which was obtained gratis from a local manufacturer who obtained considerable publicity in this manner. The one campaign sold 198 irons, making a total of 329 waffle irons for the last half of the year and a total of 352 for the entire year.

But in 1927 the company ran two waffle iron campaigns, one during the first half of the year and another in the fall. In 1927 this additional activity was responsible for the increase of waffle-iron business to 499 units, 147 better than in 1926!

Carson is continuing his policy of increasing the number of waffle iron and iron campaigns this year. During the first quarter of 1928 he has moved 378 irons, a considerable increase over either 1926 or 1927 for the period. Eighty-four irons were sold for \$3.95, terms or cash, during January as a result of a campaign, 151 irons retailing at \$7.75 were sold in a two-month's drive in February and March and the remaining 153 units went the way of the first during a drive conducted in April.

Waffle irons are also going better this year than in either 1926 or 1927 as a result of more continuous effort. During the first quarter, 183 were sold; 153 as a result of a campaign on a \$12.50 item with an eight-piece waffle set, costing the company \$2.75, as a premium.

"Campaign often and vary price and premiums appeals each time to sell small appliances," says Carson.

# "Here's An IDEA!"

## ¶ Saving \$125 a Month on Service

By transferring a former salaried employee to a contract basis the Stenson Company, Inc., Duluth, Minn., is saving \$125 a month on delivery and servicing expenses. Until twelve months ago this concern owned and operated a one-ton truck. Its driver and his helper were paid weekly wages. Total average cost, per month, \$425.

In May, 1927, however, Stenson signed a contract with his experienced servicer and delivered man whereby the latter would provide, operate and maintain his own truck and take care of all service calls, and of demonstration machine deliveries and replevins, for \$300 a month. Service calls are now running approximately 70 per month and demonstration trips 220.

## ¶ Miniature Home Demons- trates Adequate Lighting

Two complete lighting systems, flashing alternately at 10-second intervals in this miniature home, demonstrate convincingly the difference between modern and obsolete illumination. The "old fashion" method is depicted by the use of low candlepower, unshaded bulbs; the "refixtured" way with clever indirect lighting "fixturettes" adequately illuminated.

This house was constructed under the supervision of J. S. Bartlett, manager of the Electric League of Milwaukee. It was first used to promote the Red Seal



Miniature house shows difference between good and bad lighting.

idea at the March Home Show where it attracted marked attention. It will be displayed this summer in many of Milwaukee's leading stores.

ZONE	FRIGIDAIRE PROSPECT														DATE															
BLOCK															SALESMAN															
NAME															SENIOR															
RESIDENCE ADDRESS															Data On Prospects Ice Box															
BUSINESS ADDRESS															NOTE: All Dimensions in inches --															
Appliances In Use Wash. - Mach. Ironer Elec. - Range Radio Piano Phonograph															BOX TEMP.															
															Outside Box Dim.															
															Height	Width	Depth	Ice usage lbs.												
																		AGE yrs.												
																		Conditions Ex. Good Poor												
																		Food Comp. Dim.												
															Height	Width	Depth	MAKE												
																		Space For Frigidaire												
																		Height	Width	Depth	Height Width Depth									
																					LOCATION									
																					ROOM TEMP.									
																					Height Width DATE									

Prospect card used by the Johnstown Refrigeration Company.

## ¶ This Prospect Card Tells All There Is to Know

The Johnstown Refrigerating Company of Johnstown, Pa., uses this extremely complete prospect card which not only lists the usual data—prospect's name and address, name of salesman, date of call and follow up date suggested, business address of male member of family—but also lists other facts of interest to the salesman and to the store management.

It lists for instance, data concerning the other electrical appliances in use, which is of value to the company's credit man, and also complete details as to the size, condition and cost of operation of the ice box in use, if one is used. It also checks the number of adults and children in the family, which helps the salesman in determining the proper electric model to push. And on its reverse side is space for remarks after repeat calls and also for a record of direct-mail advertising sent.

## ¶ Makes a Prominent Display Space

A three-foot extension on the store side of that mezzanine office floor makes an ideal place for the prominent display of both minor and major appliances. Lambert and Simpson, St. Paul, Minn., spotlight the centrally placed washer and the two cleaners which flank it.

*Profitable practices noted from here and there  
by "Electrical Merchandising's" editors*

*Post card left at residences by meter readers.*

**Q Building a Mail-Order Business Through Meter Readers**

A mail order business of considerable dimensions has been built up by the Washington Water Power Company by means of postcards left at the residence of consumers by the company meter readers. These cards bear an advertisement on their back of the particular "special" which the company is featuring for the current month and on their face the address of the Electric Shop of the power company, with space for the customer to sign his name to a printed order.

The meter readers are not asked to sell the article—indeed it is felt that the customer might well resent having a person who had a necessary entree into their home transform himself into a salesman—they merely leave the cards at the time of their call. The bargain thereon announced is at the same time advertised in the newspaper and is exhibited and featured in the company's store. Certainly the sales expense of this type of merchandising is at a minimum—and results have been most gratifying.

**Q Old Home Owner Good Fixture Prospect**

The old home owner is a better prospect, from a profit angle, for the fixture dealer than the average new residence builder, declares James G. Gray, president of the Gray, Trimble and Smith Electric Company, Bloomington, Illinois. Mr. Gray bases this statement on an extensive experience selling both types of customers.

"A large majority of new houses now being erected are financed by individuals whose available cash has

already been scheduled for lumber, plumbing and the like," he explains, "or by speculative builders who will not buy quality fixtures." On the other hand the prospect who has been established for some years in his own home is not only more apt to have enough money to buy worthwhile lighting equipment but, by comparison, he readily grasps the wisdom of replacing his present antiquated, "eyesore," fixtures with quality goods which, incidentally, carry a longer profit for the dealer.

**Q Makes Wall Shelves Real Display Units**

As shown in the accompanying illustration, each shelf has been transformed by wall-board partitions into a series of individual display "nooks." In each is concealed a 15-watt bulb and reflector. The interiors are painted white.

Here are the advantages of this display idea, according to Tom McGoey, Grand Forks, N. D.:

It makes the stock stand out, cuts down inventory as a few pieces make a complete showing, helps keep track, visually, of stock flow, concentrates attention on one appliance at a time.

By dimming the windows at night, lighting them with blue "spots," and turning on the shelf lights, it makes of the entire store one big display window. This latter plan is more effective, of course, in the case of a wide, shallow store such as is the case in this instance.

Mr. McGoey used his own organization to make these changes. Total cost for 56 "nooks," \$45.



*"Makes stock stand out, cuts down inventory; concentrates attention."*

# Merchandising

## By Central Stations\*

By Philip Cabot

*Professor of Public Utility Management, Harvard School of Business Administration*

**I**N MANY parts of the country there are smoldering disagreements between the electric light and power companies and the contractor-dealers in electric wiring and electrical appliances but it is not clear to the public whether these quarrels are between powerful competing groups which are likely to appeal to the arbitrament of war or whether it is merely a case where members of the same family are making faces at each other. If this is nothing but a domestic quarrel the customers will do well to look the other way, but if there is probability of real warfare the public is deeply concerned because war would retard and might temporarily stop the development of the domestic uses of electricity which has just got well under way and which is the most important immediate problem of the country in the electric power field.

The central stations have worked hard for many years to attach electric customers to their lines but that they have failed to develop the major uses of electricity in the home is shown by the fact that their customers only pay them about 8c. a day on the average. There is evidence on every hand, however, that the leaders of the industry now recognize their responsibilities and are prepared to assume them and it would be little short of a national calamity if anything should now occur to check this advance.

The situation is made even more critical by the investigation of the electric power industry now in progress before the Federal Trade Commission because such reports as have been made public seem to indicate that it is animated by a spirit of hostility to the power companies and perhaps even by political motives, and serious damage to the progress of the industry may result unless the customers take the companies' side and express their conviction in some effective way that the companies are honestly trying to serve them well.

The efficiency of the central stations in the wiring, merchandising and servicing fields is not high. Capable contractor-dealers can do this work at lower cost and give better service. The day of the small independent craftsman has not passed. In spite of the modern tendency to integrate some industries into large units there is high authority for the opinion that there is a better opportunity than ever before for the skillful man working for himself with low over-head costs and a compact organization under his own eye. Those who would solve the riddle of competition will do well to remember that

the most efficient machine ever devised is an honest man, and the small organization of the local contractor can closely approach it. He can establish and maintain an intimate personal relation to his group of customers which the central station whose customers are legion cannot match. Men like to do business with their friends and for their friends. This is a relation to be cultivated in the interest of sound national development.

We appear to be entering upon another cycle of industrial combinations such as took place twenty years ago and if it runs true to form the pendulum will swing so far in this direction that the public will take alarm and the public utility companies which already lie under the stigma of monopoly should do everything in their power to mitigate rather than to stimulate this tendency.

**T**HE nature of the competitive situation in the field of appliance sales is complex and the danger to the utility companies of a false step is greater than in the wiring field. There are more than 200,000 retail outlets for electrical appliances in the United States of which the contractor-dealers are said to operate about 14,000 and the central stations about 4,000 so that unlike electric wiring this is not a problem in which the contractor-dealers and the central stations are dominant, although as the business originates with, and is dependent upon, the central stations they can do more than any other group to promote and foster sound development. The wiring field might in theory be occupied by the central stations to the exclusion of all others; they might extend their service from the meter, where their responsibility now ends, to the outlet where the service is actually delivered, although I believe that, for the reasons above indicated, such a policy is economically unsound.

But in the appliance field this is probably impossible and certainly unwise. Most of the appliances sold are articles of convenience but not of necessity, and in such a market it is well known that volume of sales is best achieved through the maximum number of small outlets. Those central stations, therefore, which attempt to monopolize the appliance field are acting against their own interest. Their policy should be to develop the largest number of well managed outlets for selling appliances of high quality. Their most important interest in this field is to maintain the standard of quality. This seems too obvious to need demonstration and yet the contractor-dealers and other retailers complain that some of the central stations do not follow this policy, and the facts, I think, will bear them out.

The ways in which some central stations depart from

\*Address prepared by Philip Cabot, Professor of Public Utility Management, and delivered by Deane W. Malott, Harvard School of Business Administration, before the Electragists Convention, Chicago, August 8, 1928.

sound business policy may be grouped as follows:

- (1) Price cutting—either direct or by the use of premiums.
- (2) Installment sales covering an excessive period.
- (3) Unfair selling methods of salesmen paid on a commission basis.

After a careful study of the evidence, I conclude that there are many cases where central stations have used their position in these ways to the injury of other retailers, and I believe to their own injury in the long run. It seems clear to me that the position of the central station in the retail merchandising field is only temporary and that their aim should be to get out of it as soon as practicable. It is only a related or secondary activity in which they are not highly skilled while they are surrounded by other merchants who are. My own experience of the appliance sales departments of utility companies has convinced me that they are generally inferior to the best retail merchants in this and other lines. And yet they possess advantages which give them the power to injure the business of others with whom they compete.

(1) They have abundant capital as compared with contractor-dealer and as they make their profit out of the sale of their service, and not out of the sale of the appliance, they can, and do, sell them at prices which are ruinous to other dealers. This, I think, is bad business because it tends to kill off the very men on whom they later rely or to drive them into selling inferior goods. Such a policy is commonly dictated by the urgent necessity of building up new business on an under-developed property bought at a high price. The price may not have been excessive, if time be granted for development, but to push appliance sales at cut prices and charge the loss to development expense seem to me wrong. Precisely on account of its position, and its power, the central station should be most scrupulous to maintain fair prices at which all honest and efficient competitors can make a living. Other merchants have learned that to cut prices below this point is a false principle. It tends to reduce the confidence of the customer in the goods because he suspects that they were formerly priced too high, and in the merchant because it classes him with the bankrupt and the fly-by-night.

**T**HREE may be special cases in introducing heavy duty appliances of long life when a low initial price may be justified, but if it is, the utility should shoulder the loss by making a wholesale purchase from the manufacturer and reselling to other retailers at a price which will protect their profit.

(2) The practice of making installment sales from their own stores upon excessively long credit is another questionable practice into which the central stations fall. On account of their large capital the utilities can do their own banking, if they choose, on a speculative basis and take a loss, but other dealers must follow the banks and can only offer to their customers such terms as the banks will sanction by accepting the customers' paper for rediscoun. If the utility is justified in offering better terms it must accept the paper of the dealers' customer as well as the paper of its own.

(3) Perhaps the most irritating and insidious form of unfair competition comes from solicitors of utility companies who are paid largely on a commission basis. Even when forbidden to cut the price these men, in their eagerness to make a sale often exalt the power and responsi-

bility of their employer and run down the goods or the service of the retailer to his detriment. In other retail trades where all competitors are relatively equal such methods have been abandoned because they back-fire. No good salesman for an investment banker will say a word against the securities of his rival; he has found it doesn't pay. But because of the peculiar position of the central station, protected by its monopoly and not dependent on the profit of the wiring or appliance sale, such methods are often used by salesmen and countenanced by sales managers. This seems to me a dangerous practice which should be abandoned but which is likely to continue so long as human nature remains unchanged, and the salesmen of the central station are paid in proportion to their own sales. I think the practice should be discontinued.

Your association is composed of the leading contractor-dealers of the country, and the more important central stations are grouped in a similar way through the National Electric Light Association. Now the most striking fact about this controversy is that both these associations seem to be in complete accord as to the proper principles of selling wiring and electric appliances. No one who will read the remarks of Sidney Z. Mitchell at the 49th Convention of the National Electric Light Association, printed in the N.E.L.A. Bulletin in March, 1927, the article by Howard T. Sands in the Electragist of September, 1927, the "Report on Trade Practices in Central Station Merchandising," October, 1927, and the "Report on Selling Additional Wiring," March, 1928, can doubt where the National Electric Light Association stands, and yet both associations complain that the members of the other often violate the principles to which their associations are committed. This is true and will continue to be true, and neither association can prevent it because in the last analysis neither can control the conduct of its members. This is as it should be; nothing else would be legal for if they could, and did control, the conduct of their members they would be combinations in restraint of trade. If the situation which now exists, and which is deplorable, is to be remedied it must be approached from another angle.

**T**HE problem which confronts you is to raise the standards of an industry but this cannot be accomplished through the efforts of these two associations; they have perhaps done all they can. The problem is really local and must be locally attacked. The initiative should be taken by the central stations. Local electrical leagues should be organized and fostered and every effort made to bring the local parties together. If you want to quarrel with a man stand off and write him letters; if you want to understand him, sit down with him in conference.

You hoped that I should offer some powerful weapon which you could take in hand and put an end to the conditions which distress you, and I have failed. But have I? I admit that human nature is defective and that so long as it remains so we shall live in a world of trouble. That is what we are here for. If things would run themselves you would not be paid to run them. But the situation is not desperate; in fact, it is most hopeful. The two associations are in substantial agreement as to the end to be sought; you have come to an understanding about what methods should be used. Your problem is to enforce your views. This must be done locally by patient effort and so far as the executive officers of most of the companies are concerned they are on your side.

# Better-Lighting

THREE thousand modern commercial lighting-units and 3,500 residential fixtures were sold and installed during a recent thirty-day lighting campaign conducted by the Public Service Company of Colorado. Gaylord B. Buck, dynamic general commercial manager of the company, has been breaking records for so long that he has acquired the habit of successful campaigning. The utility companies are now engaged in learning how to sell better lighting. Mr. Buck knows that this is still the era of learning. Therefore, he preceded this campaign—as he did two years ago—with a lighting sales school attended by 150 persons including not only salesmen but all those who were indirectly connected. Careful planning of every detail—publicity, compensation, bogies, prizes, merchandise, installation—coupled with Mr. Buck's enthusiasm, leadership, and creativeness is the secret of success in these campaigns.

Two fields were cultivated intensively for one month each—namely, store lighting and residential lighting. Being a utility man, Mr. Buck knows what some other lighting interests have not yet comprehended; that is, that the public utilities are primarily engaged in service to the public. Therefore, the fixtures which they sell must serve well the requirements of utilitarian lighting. Artistic merit and style are important features in fixtures, but they are secondary to utilitarian needs and results. Some of our leading fixture manufacturers have long over-emphasized art and style and have neglected to meet the requirements of good lighting. However, the public service company can safely build a campaign primarily only on better lighting.

This particular campaign went before the public with the slogan—The Better the Light, The Better the Sight. Every detail was built around this idea and the "Sunshine Man," the latter being the salesman. Various kinds of advertising matter featured the eye and its importance, and the conservation of vision. The success of this appeal and approach was adequately proved in this campaign. The fixtures sold were properly equipped with shades and in every lighting detail they completely met the requirements of better lighting for better vision.

## RESIDENTIAL FIXTURES USED

TWO different types were offered for the living-room. One was a recently developed five-light fixture containing five upturned shades. The other was the well-known Duplex-a-lite.

To different types were also offered for the dining-room. One was a colonial, brass, five-light candle-fixture equipped with shades, and the other was a special Duplex-a-lite containing a convenience-outlet. These were sold at \$32.50 each with five per cent discount for cash.

For the bedroom, the Duplex-a-lite was offered in a choice of boudoir colors at \$20 per fixture.

A high-grade kitchen unit was offered at \$7.50.

A special five per cent discount was given with the

*Public Service Company  
Demonstrates That*

*By M.*



*The lighting of this Denver office is typical of what has been accomplished by the Public Service Company of Colorado's campaign on commercial light-*

purchase of two or more fixtures. With the purchase of three or more fixtures the customer was permitted a gift of a porch fixture containing the house-number in lieu of the special five per cent discount.

Salesmen were compensated on a commission basis.

Installations were handled by the fixture department of the company and by outside electrical contractors. Thirteen of the latter participated.

It is seen that good fixtures were offered at fair prices. This campaign did not make the mistake of using cheap fixtures which did not do a good lighting job.

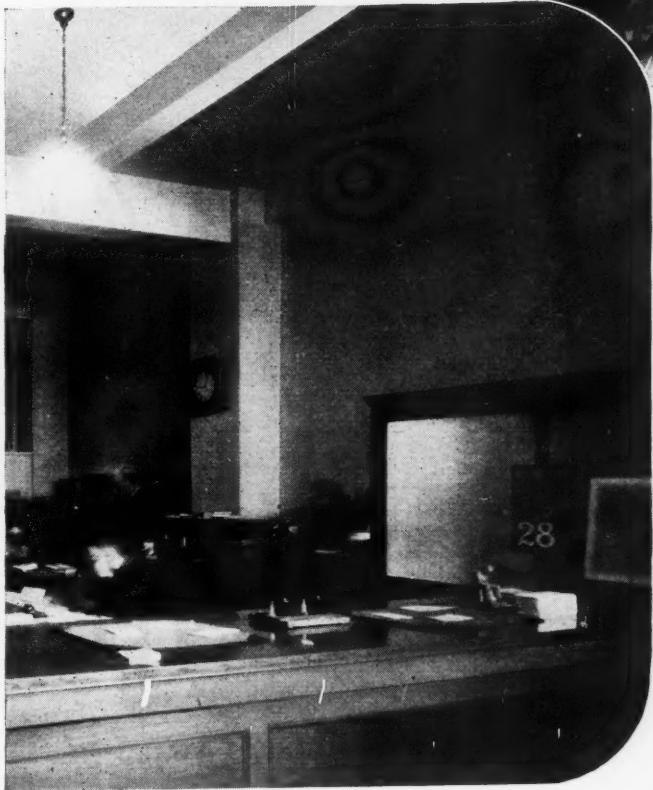
## RESULTS OF RESIDENTIAL LIGHTING CAMPAIGN

IN THIRTY days a total of 3,498 fixtures was sold, 2,049 of these being installed in Denver. In eight small cities or towns 1,049 were sold, the sales running from 22 to 338 fixtures in these smaller places.

# Campaign Again Succeeds

*of Colorado Again  
It Can Be Done*

Luckiesh



ing equipment. Three hundred watt lamps are in use in each fixture, replacing units which averaged, formerly, 118 watts.

The average wattage of the fixtures sold was 200. The average replaced wattage was eighty-five. In other words, the net average increase in wattage per fixture was 115. This means that good lighting now exists in 3,498 rooms where poor lighting—unsatisfactory to eyes and unbecoming to this enlightened age—previously existed. The connected load of these outlets was increased a total of 402.3 kilowatts. Assuming the average domestic rate of seven cents per kilowatt-hour and an average operation of three hours per day for these fixtures, the increase in annual revenue to the utility company would be \$30,835. For Denver alone this means an increase of \$17,287 per year.

However, the results are not all measured by such figures. In conducting such a campaign, the Public Service Company of Colorado learned one more lesson in the selling of better lighting. And this experience is passed on



GAYLORD B. BUCK

*Commercial Manager,  
Public Service Co., of Colorado*

to the entire lighting industry whose debt grows that much greater to the progressive individuals and companies who are willing to pay in energy and in money to learn how to do the big job which is waiting to be done. The results of such a campaign are far-reaching. Every new fixture creates desire and, therefore, purchasers of new fixtures. So the contractor-dealer—and every lighting interest—is bound to come in for his share for years to come.

#### COMMERCIAL LIGHTING CAMPAIGN

TWO years ago Mr. Buck conducted a lighting sales school. It was unique in many ways, as it would be when planned and approved by a dynamic compound of genius, imagination, technical knowledge, and sales sense. Following that school the salesmen went forth and sold several thousand modern store-lighting units at a merchandise profit, increased the connected load several hundred kilowatts, and awakened a lighting consciousness among the merchants.

Along with this recent residential relighting campaign, another commercial lighting attack was made. A high-grade modern fixture was chosen. The salesmen were divided into five teams of six men each. Daily meetings were held by the captains. Orders for trial installations were passed through the lighting department, then to the fixture shop for installation. Salesmen were compensated on a sliding upward scale. The units were sold for \$13.75 each and installation was made immediately after a check-up by the lighting department. Most installations were made by electrical contractors co-operating with the utility company. The permit covering the installation was paid for by the utility company but was issued in the name of the contractor.

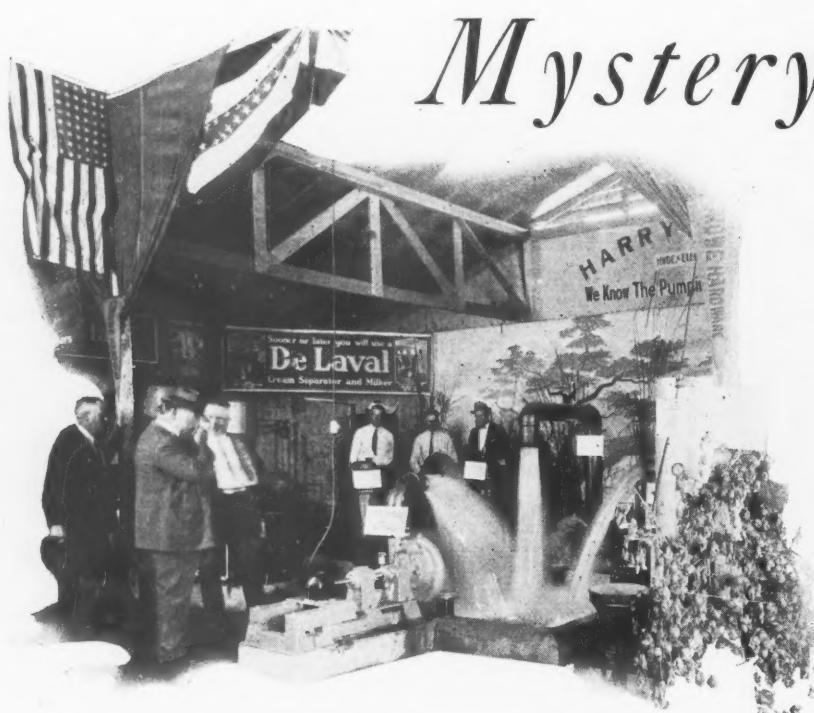
During the thirty-day campaign the five teams, totaling thirty men, sold 3,059 of these high-grade commercial fixtures, 2,135 being sold in Denver. In each fixture a 300-watt lamp was installed. The wattage that these lamps replaced averaged 118 watts per fixture. In other words the wattage was nearly trebled and it is safe to state that the intensity of illumination was more than trebled. The total increase in the connected load was 556.7 kilowatts. Using Denver's commercial rates av-

eraged as \$0.053 per kilowatt-hour and assuming an average of four hours' operation per day, the increase in revenue to the utility company is \$43,077 per year. For Denver alone this means more than \$30,000 in increased revenue per year.

THIS campaign of one month resulted in the sale of 6,557 lighting fixtures in homes and stores. Good lighting was, perhaps for the first time, brought intimately close to thousands of persons. Although the Public Service Company of Colorado sold these fixtures at a merchandising profit it paid for much time, energy and ability which necessarily go into such a campaign directly or indirectly. Its immediate reward is an increase in annual revenue of about \$60,000. It is entitled to this reward for rendering a valuable service, for this country needs better lighting badly.

But the effects of such well-planned campaigns are far-reaching—much beyond the immediate sales. During the past few years, when lighting interests have been groping

to find out how to sell light and how to develop a lighting consciousness, it has been a common mistake to appraise the value of lighting campaigns solely by the direct sales. Any individual must pay for his education—an industry must do likewise. The rapidly developing electrical industry for many years grew without much merchandising ability. Now it must expect to pay for the education in selling. This particularly applies to the sale of more and better lighting. But this creeping lighting industry is now learning to walk. And it is the enthusiasm, confidence, and progressiveness of such companies as the Public Service Company of Colorado, combined with its recognition of responsibility to its customers, which gain experience for the lighting industry as a whole. One more step has been taken and much experience has been gained. Besides, 6,557 modern, satisfactory lighting fixtures are daily shining forth the message of better lighting in a poorly-lighted, half-seeing country inhabited by a prosperous people willing to purchase better lighting but blinded by a lack of lighting consciousness.



Four jets of water, spouting under pressure from the four standpipes in the Crowe Hardware Company's exhibit at the Tulare County Fair in California, apparently produced by the little  $\frac{1}{4}$ -hp. motor mounted in the foreground attracted considerable attention. A 10-hp. motor mounted behind the scenes did the trick.

AN IMPRESSIVE flow of water from three spouting pipes each connected with nothing more than a  $\frac{1}{4}$ -hp. motor pump served as a mystery display to call the attention of farmers to the farm water supply booth of the Crowe Hardware Company at the Tulare County Fair, California. The agriculturist who was familiar with the power required to furnish an equivalent supply of water from his gas engine stopped to inquire how the result was obtained and received a demonstration of the actual operation of the pump. No attempt was made to imply that the pumps habitually furnished water under pressure such as that displayed, the exhibit being labelled frankly "The Mystery Pump." The an-

swer, of course, was a concealed connection which furnished water from behind the scenes.

The  $\frac{1}{4}$ -hp. motor was started by connection to what apparently was a regular 110-volt lighting outlet. This regular porcelain socket in reality operated a remote control switch on a 10-hp. motor in an adjoining room which was directly connected to a 4-in. pump. The discharge of this 4-in. pump was so connected as to flow into the suction side of the 3½-in. pump connected to the smaller visible motor. In other words, the 10-hp. motor and the 4-in. pump were really discharging through the 3½-in. pump, giving the effect of a  $\frac{1}{4}$ -hp. motor running a 3½-in. pump.

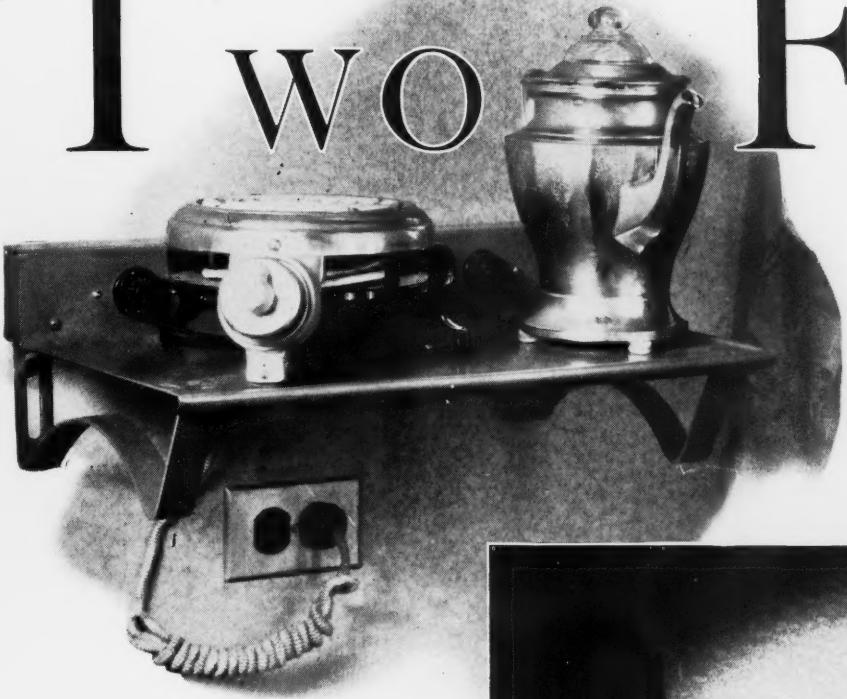
## Mystery Display SELLS Pumps

*Incredible efficiency of  
 $\frac{1}{4}$  hp. motor attracts  
farmers; salesmen do  
the rest*

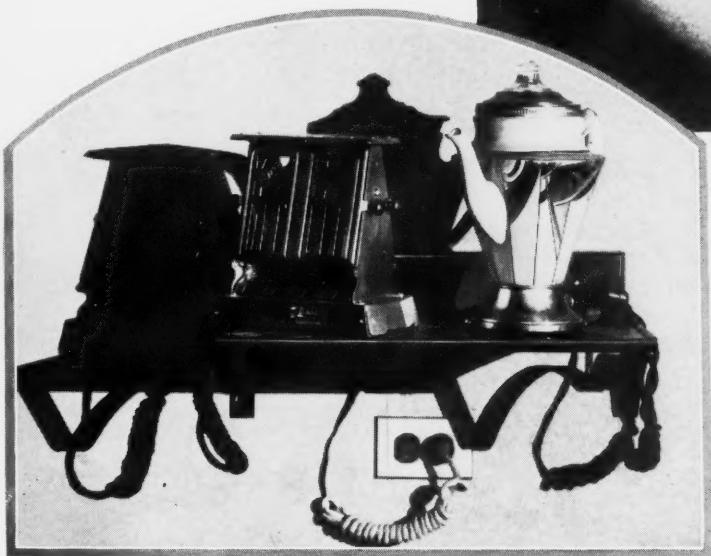




# A Two Foot Shelf



DR. ELIOT'S famous Five-Foot Shelf enlivened home life by providing themes for high-class conversation. Now comes an electrical two-foot shelf to brighten the blue breakfast by making electrical conveniences more convenient. And, better still, it provides the electrical merchant with a first-class sales opportunity to make combination sales—a shelf and two appliances, complete at one price—ready to hang up, plug in and use.



Electrical  
Merchandising  
*Pictorial*

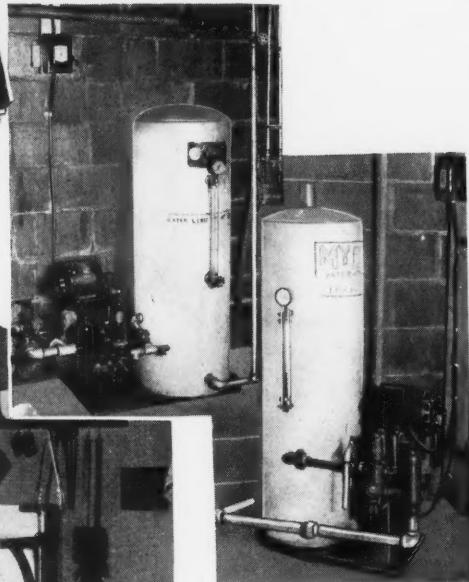
# The FARM

Mr. and Mrs. T. O. Kennedy (Mr. Kennedy is general manager of O. P. S.), were present at the picnic-opening of the model farm which 1,500 people attended in response to invitations mailed by two Stark County Granges.



The utility sent out an illustrated booklet describing the farm and its appliances.

Right: An electric refrigerator, range and portable fan make the care and preparation of food in the farm kitchen a pleasure.



Above: Two complete water pumping systems are installed. One pumps from a 130-foot well and the other obtains its supply from a rain-filled cistern on the roof. The pumps are so piped that either will work on well or cistern if desired.

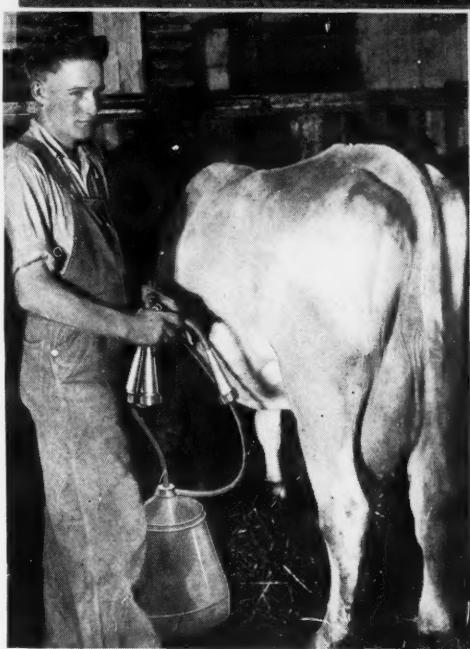


Left: Convenience outlets make it possible for Mrs. Hazen to use her new vacuum cleaner in any room in the house.



Right: An ironer and washer are also installed and do much to lighten wash-day burdens.

# ELECTRIC

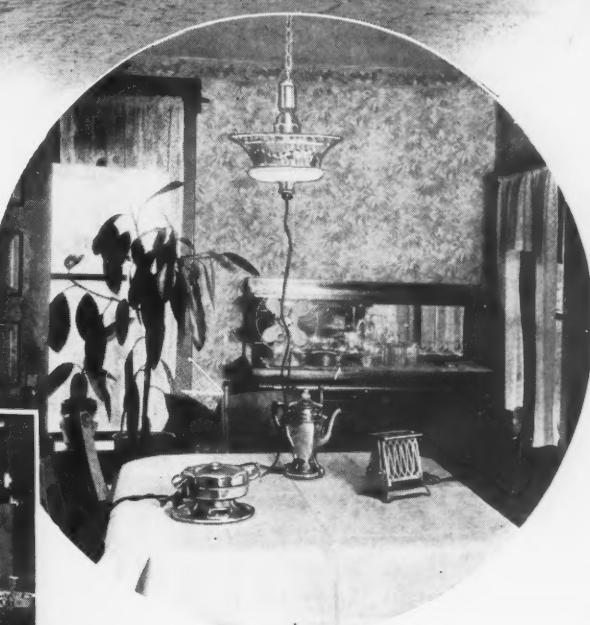


Above: Electricity required to milk a cow on the Hazen farm costs about one-tenth of a cent per month.



Right: A feed grinder operated by a 5-horse-power motor is a great convenience and money saver.

Just as the electric home was an important factor in getting city homes wired, so the farm electric will make powerful propaganda for electric service in the country.



Above: The dining room is lighted by a ceiling fixture with a convenience outlet for table appliances. Wall convenience outlets are also in use.

# *already* "EUREKA"

**More  
Than 2,000,000 Women  
are Advertising Eureka**

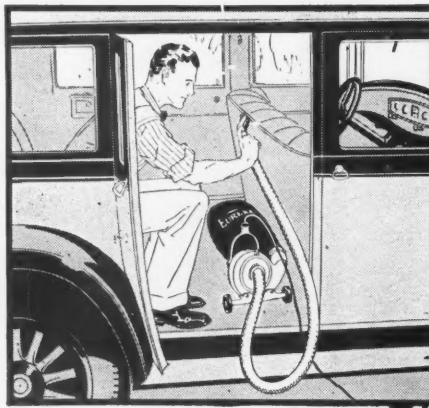
Hundreds of thousands of women, not yet Eureka owners, nevertheless recognize the Grand Prize Eureka as the greatest and most desirable of all electric cleaners. Whenever and wherever these women decide to buy, the Eureka will be their unhesitating choice.

Word-of-mouth advertising—the endorsement of more than 2,000,000 present owners—has been an all-important factor in creating this definite and wide-spread conviction of Eureka superiority. Neighbor shows neighbor, and friend tells friend. Pride of ownership instills desire for ownership.

#### **Money Cannot Buy Such Advertising**

Wherever women talk about vacuum cleaners, Eureka comes in for a lion's share of tribute—because one in every four electric cleaners in use is a Eureka, and every eighth wired home in the country today owns a Eureka.

A new appeal to men, and wider usefulness to women! The convertible Model 11 Eureka, with Detachable Handle, cleans the inside of motor cars, closets, cupboards, stairways, and other hard-to-get-at places as easily as it cleans floor coverings.







# *Chandler* Sells Them Both

LAST October and November the Arkansas Power and Light Company sold 251 electric ranges and sixty-five electric water heaters. Apart from the fact that its estimated revenue from these installations will exceed \$16,500 per annum, at a  $3\frac{1}{2}$  cent rate, this campaign developed the possibility of selling water heaters with ranges. Particularly was this the case with J. E. Chandler, who accounted for 40 per cent of all water heater sales. Chandler sold sixty-nine ranges and twenty-six electric water heaters in forty days. Incidentally the utility, for the entire year of 1927, averaged one heater to every three ranges.

Chandler operated in the little towns of McGee and Hamburg, Arkansas. There is a grand total of just 731 residence meters in these two towns.

How did he do it?

By selling a complete service, Chandler talks electric water heating in the same breath with electric cookery. He sells both, whenever possible, and thus enables his customers to obtain a 100 per cent job on monthly terms but slightly larger than would be the case were only a range installed. The average price of the water heater was \$94 and the terms eighteen months. This meant that hot water facilities could be obtained at an added payment of but \$5.22 per month. Chandler stressed also the advantages of the low step rate,  $3\frac{1}{2}$  cents per kilowatt, and of the saving in wiring were both jobs to be installed at once. As a matter of fact, the rate was practically proportionate regardless of whether one or both appliances were ordered. In the latter case a "peak eliminator" was sometimes provided by the company without charge.

CHANDLER hung up this record from October 3 to November 17, the limitations of the Fall electrical range campaign conducted by his company. He was aided, therefore, by the following special inducements: \$5 down (regardless of whether one or two heating appliances were purchased) and eighteen months to pay the balance; \$25 installation charge, with no additional charge for installation of electric water heater if the same was ordered concurrently; a premium of a set of cast aluminum ware valued at \$14.

"As the figures will show," Chandler informs us, "it is almost as easy to talk two modern kitchen heating appliances, to the type of prospect who is in a position to buy either one, as it is the range or the heater separately. The salesman who talks both, providing he has the proposition under which I worked, has the additional advantage of being able to offer the inducement of no extra charge for installation of the hot water heater. I stressed also

the attractions of having a complete 'de luxe' kitchen, and the need for an electric hot water heater if an electric range was to be installed."

WITHOUT the use of group selling methods it hardly would have been possible, thinks Chandler, to have hung up this record of eighty-five major appliance sales, pioneering devices at that, within a period of forty working days. Total orders grossed not quite \$15,000 or an average sale to every residence user in the territory covered of \$20.

The word "group" as used in the preceding paragraph carries a double meaning. Frequent group demonstrations,

not to exceed 14 women, were arranged. Some of these were held in the company stores and a few in the home of a user of both an electric range and an electric water heater. At these affairs the merits of the "group" appliances were demonstrated. Thus Chandler was able to conserve time, concentrate his selling talk and present two subjects as one unit, and at one time. He was assisted by a demonstrator, loaned to the utility for the period of this special activity by the range factory.

Most of the water heaters sold were of the semi-automatic, small tank capacity, circulation type. Whenever hot water was needed during the cooking demonstration, and the menu was planned deliberately with this in mind, it was taken from the hot water faucet—not put on the range cold and brought to a boiling point.

DURING this campaign the company employed a number of means to stimulate sales work, including "Gogettergrams," a sales contest based on the idea of an aeroplane race around the world, the customary prizes including a special prize of an electric range for the town manager whose town sold the largest per cent of its quota, were the outstanding attractions. The course around the world, as plotted, was figured as equal to 28,000 miles. Every range sold carried the flyer a distance in miles equal to 28,000 divided by his individual quota. On this basis "Chamberlain" Chandler circled the globe, on electric range sales alone, three times.

"I am positive that talking electric water heaters when contacting an electric range prospect actually helped me increase my total number of range sales," Chandler summed up. "Frequently an objection to installing an electric range is the hot water problem. I had a complete solution to this problem on tap. The two devices are so intimately associated and so interdependent that it is now a harder matter *not* to discuss both with a prospect than to 'specialize' on one or the other."



*"Between customers,"* L. J. Hunkeler gets in a little sales training talk and a word of encouragement for the new man behind the demonstration table, in this instance, Earl T. Wolfe.

Right: This informal mailing card was originated by Wolfe and when mailed to a selected list of 500 department-store customers, produced eighteen inquiries and three sales in five weeks.

By Ray V. Sutliffe

**I**N THE electrical appliance field, the salesmanager's toughest job is the selection and training of new salesmen. Good men are hard to find, harder to retain, and it is obvious that a man must be induced to "stick" until he produces enough business to justify the expense of training him. "Fortunately," says L. J. Hunkeler, superintendent of the housewares department of Elder and Johnston, Dayton, Ohio, department store, "the critical period for us is also the critical period for the new man. If he can be held long enough to earn a few commission checks he will be inclined to stick."

"In the housewares department we have four vacuum cleaner salesmen (Hoover), three of whom have been with us for the past year. All of them were "green" and untrained when they came to me and I believe I have held them by making it possible for them to make money from the start. My method of selecting and retaining good men is first to investigate them to see if they are suitable for the job and likely to be satisfied with it, next, to offer personal co-operation on the first 100 demonstrations and to make certain that they are at all times kept on the job for their own and my good."

Mr. Hunkeler's force is doing a good sales job probably because of his method of training. Let's take the

# This New Made 100 Sold 29

EARL T. WOLFE  
THE ELDER & JOHNSTON COMPANY  
HOOVER DEPARTMENT  
DAYTON, OHIO

A small business card or advertising circular is easily lost. Kindly put this note away with your unanswered correspondence so you can refer to it when you are ready for the new GREATER HOOVER to be delivered to your home.

I will try to keep in touch with you but if you are not at home I may miss you. If I should not get to you in time just phone Elder's, ask for the HOOVER DEPARTMENT, and tell whoever answers to - "Have Mr. Wolfe call." Or when you are at the store you can leave the same message at the Hoover Demonstrating Table right on the main floor 'near the elevators.'

Sincerely,

case of rookie Earl T. Wolfe, for example. This is a particularly good illustration because of Mr. Wolfe's fine first nine weeks' record and because it was required that this former clerk keep a careful record of every circumstance attending his first 100 demonstrations.

When Wolfe was interviewed the following information was requested—his replies were verified before he was hired: Married? Number of children? Nature of last job, time at it and why desire to change? Aspirations? Average necessary weekly household budget? Does wife favor nature of new job? Previous selling experience? Views on outside selling? Financial reserve status? Social connections, religion and education?

**B**EFORE new men are regularly listed at Elder and Johnston they must undergo a short period of inside training, they must master the actual demonstration and receive outside training under a supervisor. Competent supervision is their daily ration for the first three weeks.

"But many a carefully selected and elaborately trained man has been known to fall by the wayside," we reminded Mr. Hunkeler.

"True," he replied, "because obtaining and training are only part of the picture. The most important thing is

# Man DEMONSTRATIONS CLEANERS

retaining, and this can be accomplished only by keeping the new man busy every minute. Give him so many things to do that he will find no time for worry.

"I requested of Mr. Wolfe that he keep a strict record of his activities during that critical 'first 100 demonstration' period. This not only kept him on his mettle but it has provided some extremely interesting analytical material.

"WOLFE began selling electric cleaners in June, 1927. It took him nine weeks to complete his first 100 demonstrations. Twenty-nine per cent of these resulted in sales. Average weekly earnings \$44. Since that time his earning capacity has improved consistently.

"Telephone canvass, to which Wolfe devoted 12 per cent of his working hours, returned the most sales per time consumed. The sale which he made as a result of a tip from contacting users, took the longest to close. Generally speaking, store leads take more total time than those obtained from cold canvassing."

Other deductions made by Hunkeler from these tabulations are briefed in the following paragraphs:

Percentage of closes for a new man are satisfactory.

Total ratio of sales to store leads, 19 to 9 or 47 per cent closes. While it takes time to complete a store lead transaction, due to the many unproductive minutes which must be spent at the demonstration table, the ratio of orders to demonstrations is high—it pays to give main aisle space to cleaners.

Seventy per cent of total sales originated from sources other than the sales floor—it behooves the appliance manager to look to his outside selling. "Cold turkey" produced almost 50 per cent of the total number of

## They Produce from the Start

*It is not uncommon for a sales manager to hire ten salesmen in order to get one good one. And this is expensive procedure.*

*L. J. Hunkeler of Elder and Johnston, Dayton, Ohio, in this article tells how he hires, trains and works with new men, helping them to produce.*

*Hunkeler has lost but one man from his four man force in the past year. Each man made money from the start.*

demonstrations which this new man made, conclusive enough evidence that it paid.

USER leads are good leads. Our man had hardly gotten organized in this direction during his first nine weeks with his new employer.

Friends are worth following, especially by the new man as their sympathetic understanding gives him a chance to perfect his demonstration.

Specialty lists, notably marriage announcements, return a high ratio of sales to demonstrations. Fifty brides were mailed letters asking their new addresses and offering to send a booklet (one of the manufacturer's standard pieces of literature). Twenty-two new addresses were received. The recruit had just begun working these prospects when he finished his first 100

demonstrations but five brides were included among his first one hundred demonstrations. They netted three sales—closes at the rate of 60 per cent.

These first hundred demonstrations are analyzed by Mr. Hunkeler from another angle, that of cleaner ownership. Thirty-three of Wolfe's presentations were made in homes unequipped with an electrical cleaning device. Fourteen sales resulted, a 42 per cent closing rate.

Sixty-seven of the homes already had cleaners. Fifteen of these bought a new one—proof that even a new man need never fear the "saturation" bug-a-boo.

Elder and Johnston, not the salesman, stands the modest allowance granted on trade-ins.

Mr. Wolfe believes that store leads, while well worthwhile, are not sufficient to return a living wage—the new man must go afielid for 50 per cent of his sales.

### Where Wolfe's Sales Originated

Source	Demonstrations	Closed
Table work .....	8	4
Store leads .....	11	5
Cold canvass .....	46	6
Telephone .....	17	6
Users .....	1	1
Friends .....	12	4
Brides .....	5	3
	100	29

# Electrical Merchandising's *program for* **Trade Progress**

1. Spotlight the outlet.
2. Light up the half-dark homes.
3. Eliminate the menace of sub-standard devices.
4. A central-station commercial policy which promotes dealer prosperity.
5. Dealer policy that promotes the broad interests of the industry. And this applies to non-electrical as well as to electrical dealers.
6. Greater advertising support toward winning the public to electrical appliances by central stations, manufacturers and dealers.

## *A Lesson from Epstein*

THE head of the rug department in a western store increased his sales of fabrics 65 per cent and his sales of linoleums 400 per cent in a single year. His name is Epstein.

"Say what you want—advertise what you will—stage special sales—do anything," he declared, "but no one thing contributes so heavily to increased volume as genuine enthusiasm among the salesmen."

This, of course, is old stuff. But Epstein goes farther. "When Epstein buys merchandise," says our reporter, "he selects only that about which he himself is enthusiastic."

Right there is the place where most electrical merchants skid. Though they recognize the value of enthusiastic selling, they refuse to allow themselves to become enthusiastic buyers. They gaze on the manufacturers' offerings with a fishy eye. They whipsaw manufacturers' salesmen for inconsequential concessions. They depreciate, asperse, decry. When the merchandise so pessimistically purchased finally arrives they are so sour on it that they frequently allow it to lie in the stock room unopened for weeks.

Such sodden buying will not breed enthusiastic selling, for if you don't believe in what you buy you can't believe in what you sell. Real merchandising success lies in having enthusiasm at both ends of the transaction.

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*You're not doing the supplier any favor when you give him an order: on the contrary, he is doing you a favor by supplying stuff on which you can make a profit.*

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# *As the*

## *What Are We Selling?*

MAYBE you've heard this one before: An old coot was solicited to invest in a baby-buggy factory. Facts, fiction, figures and photographs were laid before him by the promoter. "We'll be in production within nine months," he promised. "Nine months" exclaimed the prospect. "Why, in nine months all the babies will be grown up and won't need baby-buggies."

Which story emphasizes the fact that we are all prone to measure the world by our own personal-experience yardstick. If the babies we know outgrow the buggy age, we accept it as a universal fact that baby-buggies are no longer needed.

This truth particularly applies to the appliance business. A few years ago when we were pioneering electric washers and cleaners, we told women what these machines would do for them. The early washer ads pictured a woman sitting in a rocking chair, with a clean white apron, singing psalms while the machine did the scrubbing-board drudgery. Today we feel above such simple appeals. Our own wives and mothers and sisters are pretty well sold on the labor-saving idea as applied to washers. They have outgrown the baby-buggy age, as regards this particular appliance. And so now our washer ads and arguments are restricted to highly technical evidence designed to prove that some certain machine is better than its competitors.

Who cares a damn?

Certainly not the average washing machine buyer. What she wants, what she can be sold, is a swifter, easier method of getting through her day's work. That thought is what sold the first washer ever motorized. That thought will sell the last washer ever made.

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*The man who is too busy is generally too busy to make a profit.*

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## *No Hope for the Brainless*

THE buyer of a chain store system said to a friend of ours, "We handle nothing which requires the slightest intelligence to sell."

Among the electrical items sold by this chain are bulbs, sockets, receptacles, cord, lamp shades, plugs, guards, tape, fuses, connectors, knobs, tubes, crow-feet, switches, switch plates, flatirons, toasters, hot plates, curling irons, and many other articles which until recently were sold only by independent electrical merchants. The reason these articles are now sold by chain stores is because there is a dependable demand for them by people who know approximately what they want and require no intelligent sales service. All that these people ask is that the merchandise be displayed conveniently so they can make their own selection. The goods are bought, not sold. And because they are bought, they are bought where (presumably) the price is lowest. The chains have built

# Editors See It

up what is largely a delusion of price advantage, and they make it stick by underpricing just enough items to convince a careless public. They are smart merchandisers.

Practically the only electrical merchandise apart from these pickup items which is available to the independent electrical dealer are appliances which require intelligent salesmanship. The dealer who cannot mix brains with his merchandising and apply real intelligence to his salesmanship is out on a cracked limb. On one side he has the competition of highly trained factory men selling specialties, and on the other side he has the competition of the chain stores selling pickup items at a price. What's left in between will not normally nourish a humming bird.

The one solution of this electrical merchandising problem, as it is the solution of every merchandising problem, is—brains. Intelligence in store arrangement, advertising and service will beat the chain stores; intelligence in the selection of merchandise, in the gaging of public preferences, in the training of salespeople, and in the upbuilding of individual prestige, will beat the factory specialty crews.

But both jobs require brains. There is no hope for the man who contends that the business "belongs" to him, no hope for the man who tries to make up in margin what he lacks in turn-over, and particularly, there is no hope for the brainless.

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*Many men show more cleverness in devising alibis for failure than in devising ways to succeed.*

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## The PROFIT Problem —a reader's comment

Editor, *Electrical Merchandising*:

ROY THURMAN'S article in the August issue of *Electrical Merchandising* is of more than educational value to the electrical dealer.

The writer's experience covers a period of twenty years as a merchandise manager for central stations, consequently he feels that he can intelligently discuss Mr. Thurman's article.

The contractor-dealers as well as the central-station merchandise managers are on common ground. They must earn a reasonable profit on sales to live. In the majority of instances they register a total loss due to no fault of their own, but to the unfortunate conditions prevailing throughout the trade, as described so succinctly by Mr. Thurman.

The clothiers, haberdashers, hardware and furniture

### Memory Merchandising

THIS writer was raised in pants cut down from the Old Man's castoffs.

In those days when the folks got to where they actually needed anything, they first explored the button box that sat on Ma's sewing machine, the old clothes bag that hung in the attic, the junk in the woodshed and toolhouse, or the shelves in the cupboards, before hitching up Dobbin and going to town to spend real money at the store.

The store was nothing but a stock-room, the merchant and his clerk were mere stock boys, they "handled" items for which they had "demand," and a favorite reply to inquiries for seldom-wanted merchandise was, "We ain't had no call for it."

Advertising, packaging and prosperity have changed the public's attitude toward buying, but have not yet entirely changed the merchants' attitude toward store-keeping. Too many stores still remain stock-rooms. Too many dealers still depend on "demand."

The modern system is to stick as many items as possible under the public's eyes and nose and fingers. The modern merchant knows that the public has myriad unremembered wants, and that by stirring its sleeping memory the buying impulse will be started.

That is the success principle of the nickel-and-dime chain store, the mail-order catalog, the many-item newspaper ad and conglomerate window display. They appeal to the eye, stir the memory, give breath to dormant wants—and keep the cash register from rusting.

dealers are given six months dating, allowing such dealers time to dispose of their stocks before payment is due. The electrical appliance dealer has thirty days allowed him on specialty merchandise which he cannot possibly turn over more than three times yearly. He must pay interest on his notes, interest to the finance company, interest on his investment—he's licked before he starts. His overhead is terrific, commissions absorb possible profits, competition is keen. In short, it is a miracle that anyone enters the business. The mortality among dealers is the best answer to the problem. Few succeed, many fail.

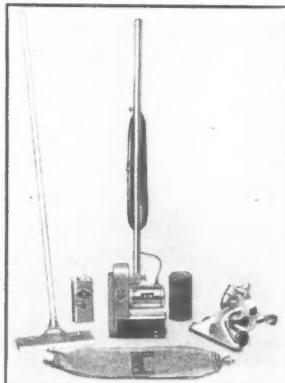
When manufacturers learn that retailers of electrical appliances cannot successfully continue in business under the present conditions, then we may hope for an improvement.

EUGENE CREED,  
New Business Manager,  
Potomac Edison Co.

Hagerstown, Maryland.

# New MERCHANDISE

*Recent Developments in the Appliance Market  
Gathered by the Editors*



## "Ponsell" Floor Polisher and Cleaner

Two machines with a single motor is the characterization given the combination floor polisher and vacuum cleaner, brought out by the Ponsell Floor Machine Company, 220 West 19th Street, New York City.

The interchange of attachments is as easy as putting a tube in a radio, says the company. The polisher is provided with a brush which is needed only when a fresh coat of wax has been applied, and the buffer, which is interchangeable with the brush and which is intended to give the high final polish. The buffer is covered with Wilton carpet. Both these attachments are in cylindrical form and are easily slipped on and off.

An exclusive feature of the cleaner is the thread and lint remover which is used instead of the usual brush. Other features are the dial regulator, to permit adjustment of the height of the nozzle from the surface to be cleaned, the cord-hook device to eliminate the bother of uncoiling the cord and third, the removable handle, converting the machine into a hand cleaner for automobiles, stairs, etc.

Included in the equipment, at no extra cost, is the long-handled floor waxer and a can of liquid floor wax. Either cleaner or polisher may be purchased separately. The intended retail price, including the set of vacuum cleaner attachments, is \$89.50; without these attachments, \$84.50.—*Electrical Merchandising*, September, 1928.

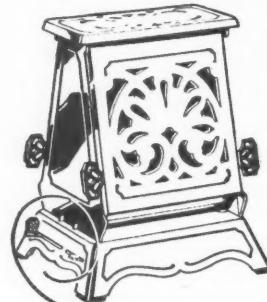
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## Indicating Appliance Switch Plug

"On" and "Off" positions in the new No. 668 "Templus" high-heat appliance switch plug of the Bryant Electric Company, Bridgeport, Conn., are clearly indicated. Flipping the lever in one direction turns the current on, flipping it back turns the current off. The body is made of "Templus," the Bryant heat-resisting Phenol-resin moulded composition. The new plug is rated at 6 amp., 125 volts, 3 amp., 250 volts. It is designed for use on all types of heating appliances—irons, toasters, percolators, stoves, etc. It is packed ten plugs to a carton, each plug in individual three-color container.—*Electrical Merchandising*, September, 1928.

## "Hotpoint" Automatic Toaster

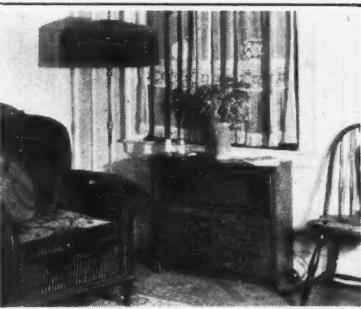
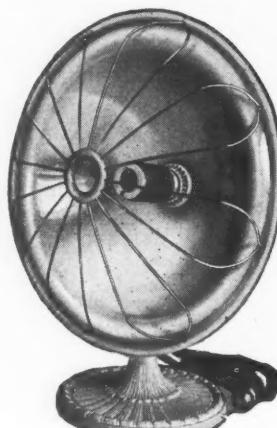
The Edison Electric Appliance Company, 5600 West Taylor Street, Chicago, is announcing a new automatic "Hotpoint" toaster, No. 126T33. All that is required for its operation is to set the automatic time control and turn on the current. When the bread is properly toasted, the current is automatically shut off. The toaster is of the toast-over type. Two slices of bread are toasted at one time. Current consumption, 625 watts. Nickel finish. Intended retail price, \$9.75.—*Electrical Merchandising*, September, 1928.



## "Liberty" Portable Heaters in Color

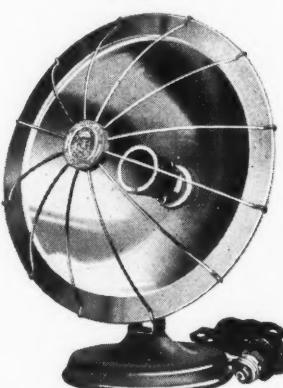
A new mode in portable heaters is announced by the Liberty Gauge & Instrument Company, Cleveland, Ohio, in its line of new colored heaters. The new "Liberty Golden Glow" heater is now offered in five colors—lettuce green, orchid, ivy, rose and bronze.

The reflector bowl is spun of 18-oz. solid copper and is 13 in. in diameter. It is equipped with thumb screw adjustment for easy tilting and has perforated base for wall use. Heating element of Nichrome. The intended retail price of the bronze-finished model is \$4.65; in colors, \$4.95.—*Electrical Merchandising*, September, 1928.



## Wall-Outlet Electric Steam Radiator

"Electra-Steem" is the name of a new electric steam radiator brought out by the Landerman-Cassels Manufacturing Company, 55 West 42nd Street, New York City. This new radiator consists of a self-contained steam boiler, connecting with a modern fin-type radiator. The radiator cover is of metal, pierced to permit the heat to circulate freely. The top of the radiator remains cool, as it is insulated by a water jacket, which also keeps the air moist and wholesome. Swivel casters permit the heater to be moved from room to room, for use in any part of the house. It operates from the ordinary wiring circuit and requires no special wiring. It is made in 1,250 and 1,500-watt types. Three heats are available—high, medium and low. Cabinet may be had in any wood or enamel finish. The approximate retail price is about \$125.—*Electrical Merchandising*, September, 1928.



## "Cincinnatus" Heater

For the coming heater season the Cincinnati Victor Company, 712-720 Read- ing Road, Cincinnati, Ohio, is offering in its heater line the "Cincinnatus" No. 2. The bowl of the heater is 11½ in. in diameter, the base 6½ in. Its height is 13 in. over all. The heating element is non-oxidizing nickel chromium wire wound on a refractory cylinder. The heater is rated at 550 watts, 110 volts, a.c. or d.c. The finish is statuary bronze, the inside of the reflector lacquered copper. Approved by Underwriters' Laboratories. Intended retail price, \$3.—*Electrical Merchandising*, September, 1928.

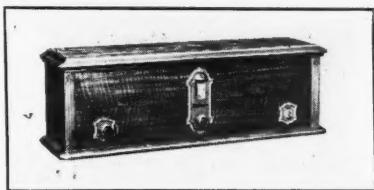
## New Electrical Merchandise



### New Graybar Radio Receivers

Formal announcement of its entry into the radio receiver field has been made by the Graybar Electric Company, 420 Lexington Avenue, New York City, sales subsidiary of the Western Electric Company. The new line will comprise five complete sets and speakers, four of which will be all-electric, and will supplement the company's present line of equipment such as Western Electric broadcasting sets, speakers, amplifiers and headsets. The new receivers will be marketed through Graybar's national system of wholesale branches. The first of the new models will be in dealers' hands by September 15, it is expected. Prices will range from \$72.25 for the smallest set up to \$375 for the largest model, to be known as the Graybar-340. The entire line will be comprised of six and eight-tube sets, available in cabinet combinations. One model will contain a built-in dynamic speaker, while a special table with a built-in magnetic speaker will be furnished with other models if desired.

One of the new and unique features of the new cabinets employed with the 320 and 340 sets are the three-quarter revolving doors. When open, the doors are concealed against the sides of the cabinet, giving the set the appearance of a complete piece of furniture whether open or closed.—*Electrical Merchandising*, September, 1928.



### Decorative Switch Plates

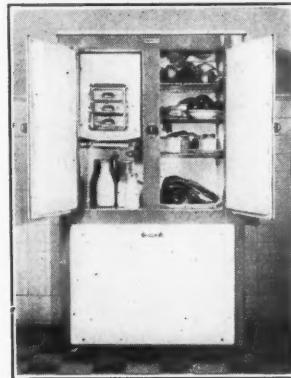
There is a switch plate for every type of interior in the line of decorative switch plates marketed by Robinson Products, Inc., S. W. corner Orianna and Cumberland Streets, Philadelphia, Pa. The plates are made of Du Pont "Dumold," a special product manufactured by the Du Pont Viscosoloid Company. "Dumold" retains its original color throughout long use and is easy to keep clean.

"RPCO" switch plates may be had in eight colors—mahogany, white, ivory, walnut and in marine pearl finish in white pearl, blue, pink and green pearl. They are made in round toggle types, standard flush receptacle, combination duplex and toggle and in other types to fill usual specifications. The intended retail price of the solid color plates is 30c. per gang; in pearl finish, 90c. per gang. The company also handles swinging door panels, bell push buttons and flush sash window lifts.—*Electrical Merchandising*, September, 1928.

### "Mayflower" Electric Train

For display purposes and for the merchant who desires something unusual and attractive, the American Flyer Manufacturing Company, 2219 South Halsted Street, Chicago, is making a custom-built model, the "Mayflower," which is the same train, with the same features, as the "President's Special." The only difference is in the finish. The "Mayflower" is entirely finished in Cadmium plating which reflects a satin-like gloss or a bright finish, as the light strikes it. As this new model is custom-built, it is slightly higher in price than the Advanced "President's Special."—*Electrical Merchandising*, September, 1928.

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### New "Frigidaire" Refrigerators and Water Coolers

A new Frigidaire, presented in three distinct lines and nineteen models, with a wider price range, has been announced by the Frigidaire Corporation, Dayton, Ohio. The new model, the company points out, is quiet in operation, higher in efficiency and considerably changed in appearance.

The new models are equipped with a 1-hp. Model "A" compressor and a ½-hp. Model "E" compressor. These supplant the "S" and "G" compressor, both ¼-hp., with which preceding models were equipped.

Louvers have been eliminated from the base of the cabinet, thus removing any trace of the mechanical from its general appearance. Heat taken from the food storage compartment is now expelled through the rear of the cabinet. A forced draft playing upon the condenser instantly drives heat which has been removed from the food storage compartment into the open air. Two fans, operating in opposite directions, set up an air current to provide positive heat removal.

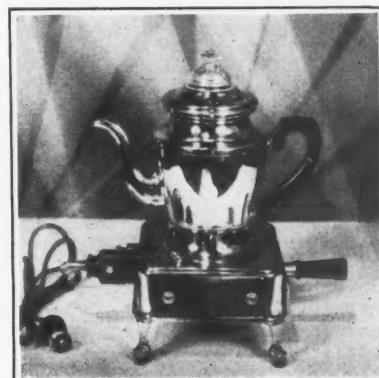
The de luxe line is porcelain-enamelled, inside and out. Cabinets are finished in white and glacier gray with chrome-plated hardware of satin surfaced design and range in capacity from 7 to 18 cu.ft.

Cabinets in the second line range from 7 to 12 cu.ft. food storage capacity. They have the same general specifications but exteriors are finished in white Duco. Colors may be had on special order.

In the third line are cabinets of 5 cu.ft. capacity, including also a series of eight cabinets for apartment-house installation.

An improved rubber-insulated motor mounting enables the weight of the motor to pull against the belt, to keep it tight at all times and to eliminate belt and motor noises. The compressor has been reduced in size and the condenser is built along the line of an automobile radiator.

Announcement is also made of additions to the line of water coolers.—*Electrical Merchandising*, September, 1928.

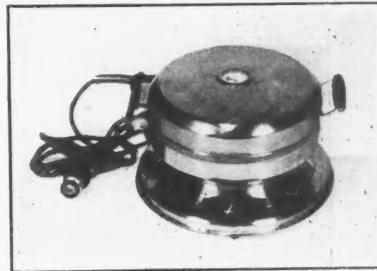


### "Armstrong" Percolator-Toaster and Waffle Iron

Two new appliances are announced by The Armstrong Electric and Manufacturing Corporation, Huntington, W. Va., the "Percolat-or-Toaster" and the waffle iron.

The "Percolat-or-Toaster" is a two-in-one device, the base or stove furnishing the heat for the percolator and for the toast. The bread is placed in the small oven-type rack that slides into the stove. Coffee and toast can be prepared simultaneously. Nickel finish. Intended retail price, complete, \$11.85.

The "Old South" waffle iron has temperature indicator which indicates when the iron is hot enough for use. Nickel finish. Intended retail price, \$9.85.—*Electrical Merchandising*, September, 1928.

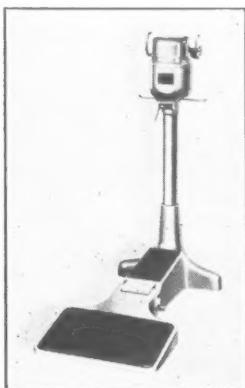


### "Universal" 42 Cleaner

Features of the new No. 42 "Universal" cleaner of Landers, Frary & Clark, New Britain, Conn., are the scientifically-shaped, round-lipped nozzle, dust bag of single thickness, specially-woven cloth with wide opening at top, the permanent, silver-like finish and the simple gravity oiling system. The machine is a straight-air cleaner, with utility bristle bar included in the set of attachments. Its retail price is \$29.50.—*Electrical Merchandising*, September, 1928.



## New Electrical Merchandise

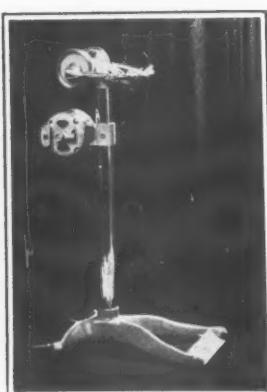


### "Master Healthizer"

"An exercising, massaging and reducing machine for home or professional use" is the introduction given the new "Healthizer" by its manufacturer, the Master Electric Company, Dayton, Ohio.

A complete line of machines is offered, including portable, floor and professional models.

Portable model No. 100 is equipped with clamping bracket and No. 150 with screw bracket. The exerciser has Master repulsion induction motor. The stroke can be adjusted by a simple turn of the wheel and without detaching strap. The motor is practically self-maintaining, the company points out, as it needs to be oiled only once a year. The foot plate in the floor model is of burnished aluminum with cork foot pads. The foot plate can be folded when not in use, thus requiring very small space.—*Electrical Merchandising*, September, 1928.



### "Zylarator" Exercise Machine

One of the features of the new electric exerciser and reducer brought out by the Zylarator Corporation, Detroit, Mich., is the vibrator bar which operates in a horizontal plane. Two speeds are furnished, 500 and 1,000 oscillations per minute, with four stroke adjustments of  $\frac{1}{2}$  in., 1 in.,  $1\frac{1}{2}$  in. and  $2\frac{1}{2}$  in., respectively.

The machine is operated by a  $\frac{1}{4}$ -hp. motor, with current consumption of 220 watts. It is easily moved, being equipped with two castors, concealed in the base of the frame. The floor space required for the machine is 16 in.  $\times$  26 in. Its height over all, assembled, is 39 in. Control is by toggle switch, conveniently located. All moving parts and column are nickel, with stationary parts (standard) in apple green lacquer. The applicators consist of one belt 4 in. wide by 70 in. long, one belt  $2\frac{1}{2}$  in. wide by 70 in. long and one set of handle grips.—*Electrical Merchandising*, September, 1928.

### "Alpine" Sun Lamp

The Hanovia Chemical & Manufacturing Company, Chestnut Street and N. J. R. R. Avenue, Newark, N. J., well-known as the manufacturer of ultra-violet apparatus for physicians' use, has brought out an ultra-violet quartz mercury lamp for home use. The new home model, the company explains, is of the same quartz mercury anode type as the professional model and while of lower intensity than the medical lamps, is a fully efficient source of ultra-violet radiation. It is made for operation from the lighting circuit and is of such size as to be readily removable from one room to another, or to be put in a closet out of the way when not in use. It is 18 in. high and light in weight. It is finished in nickel and black. Intended retail price, \$115 for the d.c. lamp; \$175 for the a.c.

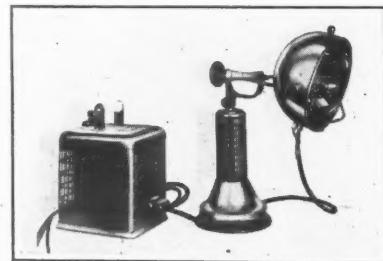
The company also has other larger, floor-type lamps of higher intensity offered for home use on doctor's prescription.—*Electrical Merchandising*, September, 1928.



### National Carbon "Sunshine" Lamp for Home Use

Announcement has been made by the National Carbon Company, 117th Street and Madison Avenue, Cleveland, Ohio, of a new carbon arc "Sunshine" lamp. The lamp was developed in response to a steady and popular trend toward electric "health" devices. Two of the outstanding features of the new lamp are the time-clock, with 30-min. register, designed to shut off the current at the end of 30 min. or sooner, if desired, relieving the user of responsibility should the soothing rays of the lamp cause him to drowsy. Another feature is a safety shut-off device making it impossible to get at the lamp's mechanism while the current is on. The carbons are protected by a pane of "Eveready" glass and by a screen. They are automatically adjusted by means of a Solenoid. Lines on the glass serve as a gauge for trimming of the carbons.

The lamp can be used on a.c. or d.c. circuits. It has cast aluminum top (box) and base, finished in gray stipple. Intended retail price, \$137.50.—*Electrical Merchandising*, September, 1928.



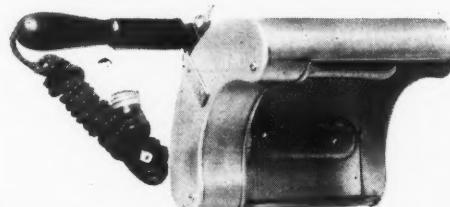
### "Daley" Portable Exerciser

To meet the demand for a small, compact, portable exercising machine the Daley Equipment Company, 5716 Euclid Avenue, Cleveland, Ohio, has brought out its new portable model for home use.

One of the particular features of the machine is the adjustable stroke, enabling the user to get a light or heavy massage. It is equipped with Westinghouse motor. The machine is light in weight, easy to move about and can be used anywhere electric current is available.

A wall plate and adjustable clamp are included with the machine. The plate is screwed to the door or window frame and the exerciser is clamped to the wall plate. It can be removed in a few seconds. A door frame clamp, which fastens to any door frame quickly and easily is included for those who wish to use the exerciser in various rooms of the house or to take it with them when they travel. After use it can be unfastened and stored out of the way.

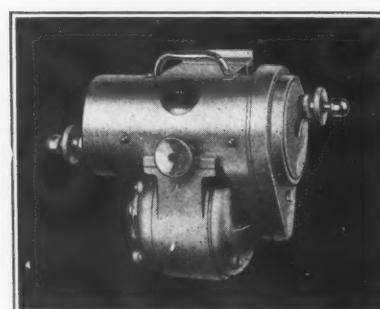
The case is made of aluminum and the motor is finished in aluminum lacquer, making the machine very attractive in appearance. The intended retail price is \$125.—*Electrical Merchandising*, September, 1928.



### Infra-Red Hand Lamp

For treating various forms of congestion, rheumatism, sciatica, neuritis, lumbago, stiff joints, contusions, bruises, etc., Walter S. Edmonds, 25 Pearl Street, Boston, Mass., has designed a new "EdmanLite" infra-red hand lamp. The infra-red units, it is pointed out, are the same as used in the larger hospital and clinic-type apparatus, and have a current consumption of  $172\frac{1}{2}$  watts each, projecting extremely long rays of radiant heat into the body without the irritating or scorching effect the white or short wave units produce on the skin under extended exposure.

The case of the lamp is of hard drawn polished aluminum, designed to conform to the contour of the body, to evenly diffuse the radiant heat over the affected area without producing a focusing or burning point. The handle is attached by hinged joint and thumb to permit the lamp to be held in any desired position. The lamp is fitted with two, instead of one infra-red units which permit the use of two degrees of heat as the case under treatment may require. It is also fitted with an inside reflector which may be removed for cleaning and polishing. The intended list price is \$12.50.—*Electrical Merchandising*, September, 1928.



## New Electrical Merchandise

### "Burdick" Health Machine

By lengthening the stroke and increasing the speed the motion of the new "Body Culturor" of the Burdick Corporation of Milton, Wis., can be regulated at will from a slow and gentle throat massage to a vigorous general rub-down. The machine has two speeds which can be changed even while the motor is in operation. No platform is required to hold the machine in position when in use. Less than 3 sq.ft. of floor space is required.

The motor is operated by a patent texrope silent drive and is claimed to be silent in operation. The Alemite lubricating system requires oiling only twice a year. The motor is enclosed in the cabinet, which also houses the motor belts and all moving parts as well as the applicator belts and other attachments. The cabinet has steel-cane panels finished in natural ivory while the frame is dark gray with nickel trimmings. Intended retail price, \$275.—*Electrical Merchandising*, September, 1928.



### "Carboray" Carbon Arc Lamp

Ultra violet and infra-red rays or the full spectrum of the sun, according to the carbon used, are provided by the new "Carboray" carbon arc lamp of the Cincinnati Automatic Machine Company, Oakley, Cincinnati, Ohio.

The lamp is of floor type, readily portable and is intended for operation on any 110-volt circuit, a.c. or d.c. Its consumption is 1.2 kw. or 11 amp. It is started by hand adjustment and burns long enough for average treatment; longer treatments require another slight adjustment. If accidentally left burning, it will be shut off automatically, preventing damage to the lamp. A screen protects the clothing. The lamp is adjustable to various heights, depending upon exposure desired. Retail price, with two pair special dark goggles and 25 "A" carbons, \$100.—*Electrical Merchandising*, September, 1928.



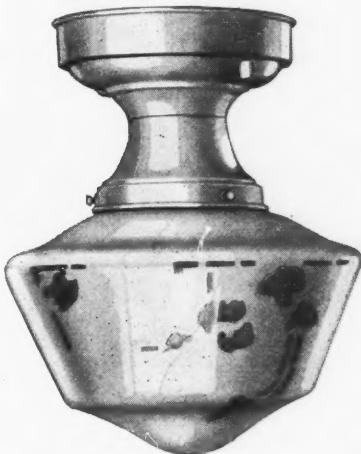
### Control for Display Devices

The "Grid Glow Tube Demonstration Set" is now being offered commercially by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa.

By means of the Grid Glow Tube and its accompanying auxiliary apparatus, a hand brought near a silvered glass globe on the demonstration set puts into operation any display device electrically operated. Although the tube operates on a very minute electrical current, it is so sensitive that the placing of the hand near the globe causes the tube to glow and discharge energy enough to actuate contact-making relays which control larger amounts of power.

Unique display arrangements, operated by the presence of the window shopper's hand, may be secured by substituting for the silvered globe a piece of metal foil glued to the inside of the window pane and connected to the set by a fine, almost invisible, wire.

Many uses are suggested for this modern Aladdin's lamp—starting electric fans, washers, sewing machines, electric phonographs, radio, lighting electric lamps to light up showcases, etc., lighting colored transparencies, control the antics of marionettes, etc.—*Electrical Merchandising*, September, 1928.



### "Fischer" Twin Carbon Arc Lamp

In the Model M, twin carbon arc lamp designed by H. G. Fischer & Company, Inc., 2333 Wabansia Avenue, Chicago, the adjustment feature consists merely of an exposed push button. To bring the carbons together the button is pressed down and immediately released, the carbons always separating to the same distance, providing uniformity of radiation.

The lamp is made to deliver ultra violet radiation at any wave length, visible and infra-red rays. Carbon selection permits any desired length of wave radiation. Weighing only 13 lb., the lamp is easily moved from place to place as desired. It is interchangeable on either a.c. or d.c. at from 105 to 120 volts. A choice of finishes is offered, with hood of polished aluminum. The intended retail price is \$48.50.—*Electrical Merchandising*, September, 1928.



### "Rekreator" Exerciser

Many desirable construction features are incorporated in the "Rekreator" electric exerciser of Luther, Inc., Milwaukee, Wis. In this exerciser, the mechanism is all enclosed. Its heavy, solid construction insures long and satisfactory service in the home or institution. The machine has single, fixed rate of speed. It is equipped with a 1/2-hp. motor, 110 volt, either a.c. or d.c. as specified, although special motors to take care of special current can be supplied.

The actual floor space taken up by the machine is 18 in. square. A choice of two finishes is offered, Royal blue with gold striping or Desert Sand gray with green striping. Either finish is of automobile enamel combined with nickel plating. Where it is not desirable to put screws into floors or where installation is intended on tile floors, an oak platform with rubber mat is available.

The intended retail price of the "Rekreator" is \$250, including one wide belt, a narrow belt, a pair of grip handles and an abdominal belt. The platform is \$15 extra.—*Electrical Merchandising*, September, 1928.

### Colored Kitchen Lights

Meeting the modern demand for color in the kitchen, the F. W. Wakefield Brass Company, Vermilion, Ohio, is offering a series of vividly-decorated kitchen lights in red, green and blue. The globes have attractive informal designs in bright colors to harmonize with the fixtures.

The units are packed complete with glassware, wired and supplied with approved connectors, with the thought in mind that many dealers will handle them, not in their fixture departments, but as merchandise which can be sold over the counter.—*Electrical Merchandising*, September, 1928.

### New "Lionel" Toy Train Accessories

In the new "Lionel" toy train line of the Lionel Corporation, 15 East 26th Street, New York City, will be found many items of interest to youthful toy train operators. Three of these new items are the new Lionel station and terrace with its landscaped flower beds, the steel bridge, modeled after the famous Hell-Gate bridge spanning the East River in New York City, and the power station, with provision in the power house for two Lionel transformers.—*Electrical Merchandising*, September, 1928.

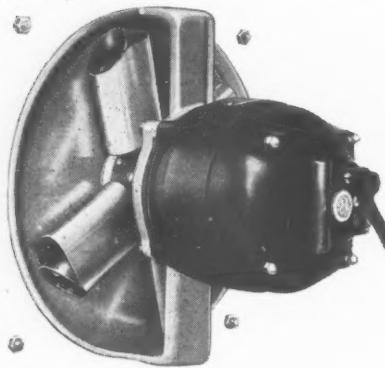
## New Electrical Merchandise

### "Freshaire" Ventilator

The "Freshaire" ventilator, its manufacturer, the Paul & Beekman Manufacturing Company, 1722 North Fifth Street, Philadelphia, Pa., points out, is not a fan. It has no blades. Its patented tubular fins are claimed to make positive exhaust.

One of the outstanding features of the "Freshaire" is its automatic self-opening and self-closing device. At a snap of the switch, the disk goes out to the open position, revolving rapidly and exhausting air from the room. Another snap of the switch, the motor stops and the disk automatically closes, shutting out rain, dust, dirt and insects. The disk measures 8½ in. and its capacity is 425 cu.ft. of air per minute.

Three types are offered: the extension type, portable and can be installed by anyone in a few minutes, the set-in-sash type, with mounting plate (minimum size 10 in. sq.), cut at factory to desired dimensions, and the built-in type, an attractive type for new construction. Three sizes are offered in the extension type, 23 to 33 in., 33 to 43 in. and 43 to 53 in. The intended retail price of this type and also of the set-in-sash type, is \$39.50.—*Electrical Merchandising*, September, 1928.



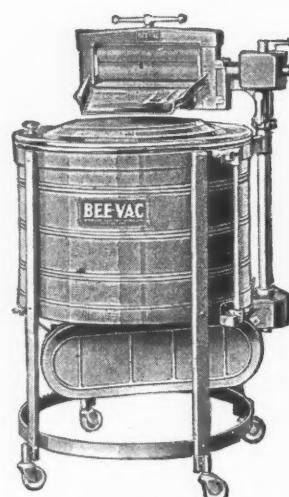
### "Kew" Night Lamp

By reason of a dimming unit located in the base of the "Kew" night lamp, five degrees of light—from bright to dim—are obtained. The dimming unit is operated by a small knob. The lamp is made by the Kew Manufacturing Corporation, George C. Knott, General Sales Agent, 589 Hudson Street, New York City, and is particularly recommended as a night light for nursery, sick room, bedroom, hall and porch.

The cylinders are of parchment, hand-painted in three designs. The top and bottom castings are of unbreakable white metal, finished in antique gold. The height of the lamp is 9½ in., the diameter at base 4½ in. The intended retail price is \$5.—*Electrical Merchandising*, September, 1928.



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### New "Bee-Vac" Washer

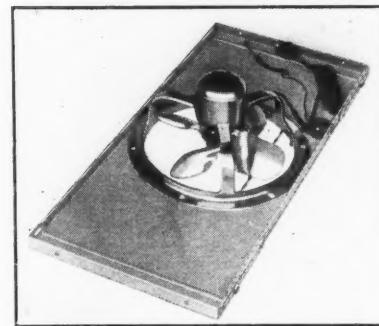
Ruggedly built from cast aluminum, light in weight and easily removed, the agitator of the new "Bee-Vac" washer of the Birtman Electric Company, 4140 Fullerton Avenue, Chicago, has three webs on the side to prevent tangling of clothes and to increase the agitation of the water. The agitator, the company points out, is an exclusive "Bee-Vac" feature.

The tub is of 8-sheet capacity, made of 18-oz. heavy copper with polished nickel interior. The frame is of steel. All moving parts are packed in a heavy lubricant and operate in grease-tight housings. Lubricating once a year is sufficient. The wringer is equipped with safety release feature, soft oversize rolls and is tension self-adjusting. It may be swung into six positions, automatically locking. All parts except the wringer are finished in surf-green lacquer. The motor is a ½-hp. Sunlight motor, dust and moisture-proof. Tested at \$99.50; West of Rockies, \$110.—*Electrical Merchandising*, September, 1928.

### "Airmaster" Ventilator

Using the eagle as a model because of the tremendous air thrust developed by the eagle's wings, with a minimum of effort, forcing the bird's heavy body through the air, the designer of the "Airmaster" ventilator of the Federal Merchandise Company, 140 South Dearborn Street, Chicago, duplicated in the ventilator's propeller the hump in the eagle's wing. It is this hump, next to the powerful muscles which control the operation of the wings that develop the thrust of the bird through the air. The propeller is 10 in. in diameter and delivers 800 cu.ft. of air per minute.

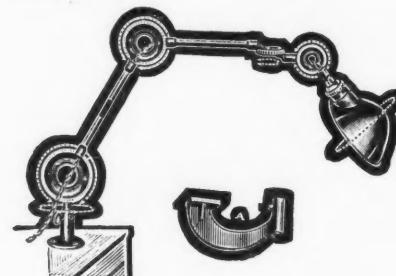
The standard size panel of the ventilator is made to fit any window 26 in. to 36 in. in width. Special panels are available for windows larger or smaller than these specifications. Special panels for door transoms are also available. The panels are finished in pearl gray baked enamel. The motor housing and ring as well as the propeller are of cast aluminum highly polished. The motor operates on a.c. only, 115 volts, 60 cycles, .78 amp., 62 watts. Intended retail prices, according to size and type, range from \$29.50 to \$47.50.—*Electrical Merchandising*, September, 1928.



### Adjustable Light Fixture

Six adjustable joints in the "Germac" adjustable light fixture of the Stafford Sales Company, Germac Lamp Division, 2454 North Halsted Street, Chicago, permit light from any angle. The fixture is easily adaptable to any working condition. Each of the six movable joints may be turned in a complete circle so as to throw correct light from any angle to any spot desired.

An "A" mounting bracket is available for use on drafting tables. It is made to avoid interference with trolley or "T" square. Unless otherwise specified, the standard universal mounting will be furnished. The intended list price is \$5.50.—*Electrical Merchandising*, September, 1928.



### "Ray-O-Vac" Flasher

The French Battery Company, 30 North Michigan Avenue, Chicago, has brought out a new flashlight of two-cell capacity, so small and compact in size that it slips comfortably in the pocket. The flashlight has all-metal case, available in three popular colors. The intended retail price, complete with lens, reflector, bulb, case and battery, 50c.—*Electrical Merchandising*, September, 1928.

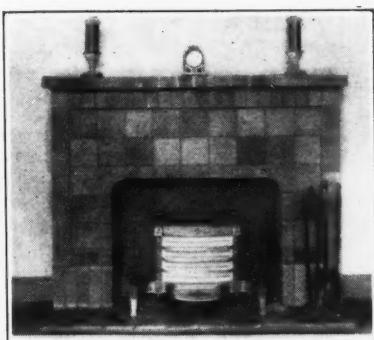
*Electrical Merchandising*, September, 1928

### Electric Hand and Face Dryer

"Jiffi-Dri" is the new electric hand and face dryer of the Bobbitt Electric Manufacturing Company, 4307 Cottage Grove Avenue, Chicago. It is designed for use in public washrooms, offices, in hospitals, physicians' offices, etc. The switch is operated by means of a pedal which eliminates the possibility of the hands coming in contact with any part of the dryer.

The "Jiffi-Dri" is an electrically-operated, blower-type dryer, finished in white porcelain enamel. The blower and nozzle slopes away from the top of the cover for the purpose of blowing the hot air away from the person drying the hands, and preventing any drops of water blowing back on the user.—*Electrical Merchandising*, September, 1928.

## New Electrical Merchandise

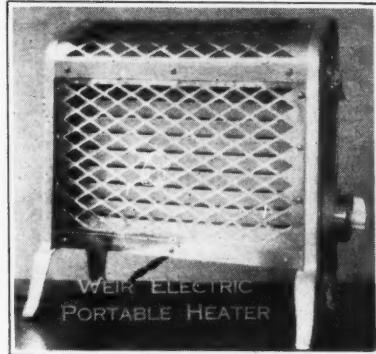


### "Weir" Electric Heaters

Many types are offered in the new line of electric heaters introduced by the Weir Appliance Company, 903 Ray Building, Oakland, Cal., including an electric fireplace log, an electric andiron heater, a portable heater, a bathroom wall heater and a heavy duty heater.

The fireplace heater is equipped with 3-heat reciprocating switch. The heating coils are made of nickel-chromium wire and can be readily changed. No reflector is required, the heat being radiated outward by the brick itself. This heater is made in ratings of 4,000, 5,000 and 6,000 watts, with intended list prices of \$100, \$103 and \$110 respectively.

The andiron heater—a really decorative heater—is made in ratings of 2,500, 3,000 and 3,500 watts, listing at \$85, \$90 and \$95. The portable heater is rated at 2,500, 3,000, 3,500, 4,000, 5,000 and 6,000 watts, listing at \$45, \$50, \$60, \$70, \$75 and \$80. A portable de luxe heater in 2,500-3,000-3,500 types, is listed at \$85, \$90 and \$95. The bathroom wall heater is rated at 1,500 watts, 115-230 volts. Its finish is white enamel and its intended list price is \$28.—*Electrical Merchandising*, September, 1928.



### New "Wiremold" Products

Announcement has been made by the Wiremold Company, Hartford, Conn., of a new "Master Size" Wiremold. The new size, which, together with its fittings, is to be designated as the "1000" series, is intended to still further increase the adaptability of the Wiremold system in factories, stores, office-buildings, institutions, apartments and hotels and private homes.

Another special form of Wiremold has also been designed, which is best described by its title, "Beam Strapping" Wiremold, made to conform in size to the "Master Size" Wiremold. It is made, however, in both "700" and "500" sizes.

The "Beam Strapping" Wiremold consists of a "screw-on" base with "slip-on" capping. In running a wiring circuit around a beam, the "regular" Wiremold (in "1000," "700" and "500" size, as the case may be), is laid to within regulation distance of beam. The proper lengths of "Beam Strapping" Wiremold "screw-on" base are then screwed to sides and bottom of beam. The base has screw holes for the purpose.—*Electrical Merchandising*, September, 1928.

### "Undark" Radium Locators

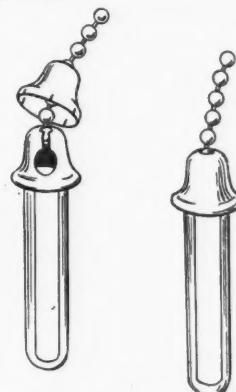
Through a new policy put into effect by the United States Radium Corporation, 535 Pearl Street, New York City, standardization and identification of locators, pendant and switch plate types, using "Undark" material, is made possible.

Five grades of luminous pendants with positive identifying marks will be standardized by all "Undark" licensees and the United States Radium Corporation. This company is entering the market for the first time with a line of pendants under its own name.

The pendants will be named according to the grades of luminous material they contain: M, L, I, J and H. They will be in three groups, a 1-in. pendant containing Grade M material with an intended resale price of two for 25c. These will be sold mounted on cards containing 1 pendant or cards containing two pendants and will be packed 100 to a standard package and 1000 to a case. A 1-in. pendant containing Grade L "Undark" is offered at the same price as a 1-in. pendant containing Grade I "Undark." These will be mounted on counter display cards in quantities from 10 to 25. Suggested resale price 20c.

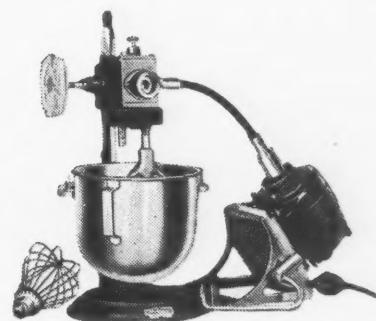
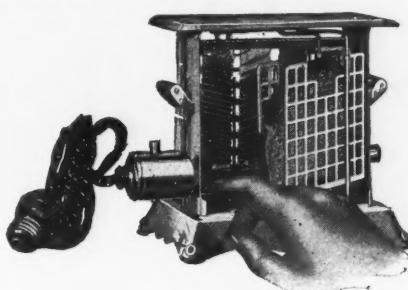
A 1-in. Grade J pendant and 1-in. Grade H pendant will be sold in standard package and case quantities and on mountings similar to the L and I pendants but will be supplied with the locking cap and will have a suggested resale price of 25c.

Improvements have been made in the glass and caps which, together with the luminous rod, constitute the luminous pendant.—*Electrical Merchandising*, September, 1928.



### "Eagle" Reversible Toaster

In the new reversible toaster offered by the Eagle Electric Manufacturing Company, 59 Hall Street, Brooklyn, N. Y., a horizontal reversible mechanism is provided to turn the toast without touching the bread with the fingers. The toaster is finished in nickel, with a choice of blue, red or yellow handles. It is equipped with a 6-ft. cord and attachment plug and is provided with a handy control switch incorporated in the toaster. Intended list price, \$5.—*Electrical Merchandising*, September, 1928.



### Improved "Gould" Mixer

A self-contained motor base, permitting the motor to be attached in a second, if desired, is the outstanding feature of the improved mixer of the Gould Electric Mixer Corporation, 33 West 26th Street, New York City.

The standard equipment of the new mixer consists of two steel tinned service bowls, with 5-qt. mixing capacity, a whipper for whipping eggs, creams, making mayonnaise and other liquids, a beater for beating dough, heavy mixtures, icings, meringues, etc., a pastry hook for mixing pastry dough, bread dough, muffins, etc., and also the added feature of a polishing buffer for silverware, a practical service for the home.

The mixer is now available in three colors—grass green, tomato red and sky blue, with all exposed parts nickel plated. Intended retail price, \$99.50.—*Electrical Merchandising*, September, 1928.



### Electric Fly and Insect Killer

Instant electrocution is the fate of flies or insects coming in contact with the "Insectocutor" of the Insect Electrocuter Company, 176 West Adams Street, Chicago. The device is made in a portable type, suitable for orchards, gardens, fields, greenhouses, porches, parks and public gathering places and in screen type for installation in windows and doors. Screens are hooked up with any ordinary lighting circuit. Current is reduced to a small static charge by the transformer. The transformer regulates current and the screens cannot become overcharged, the manufacturer explains. The screens are harmless to people but death to insects. A guard is available to prevent hands touching the electrified screen. The screens are made in standard window and door sizes, or in special size, from rustless, sageless wire, on insulated frames. Installation is extremely simple. Maintenance cost of the device for the ordinary store or home is 30c to 60c per month, the manufacturer estimates.—*Electrical Merchandising*, September, 1928.

# Manufacturers' "Dealer Helps"

Show window, counter, mail advertising and specialty aids offered to help the dealer get more business

## Selling Six Lamps Instead of One

Because experience has pointed out that people respond more readily to attractively boxed and selected merchandise that saves them the bother of making personal selection, the lamp companies of the General Electric Company—the Edison Lamp Works of Harrison, N. J., and the National Lamp Works of Nela Park, Cleveland, Ohio, are offering their customers an assortment of lamps in an attractive and colorful carton. This carton contains six lamps of assorted sizes.

The carton is a big new feature of the Fall re-lamping campaign. The cartons come to the dealer flat and are filled by him with any chosen lamp assortment, most desirable for home lighting. Although it is thought that the assortment of one 100-watt, two 60-watt and three 40-watt lamps is the most desirable for adequate residential lighting, various other assortments will be available for those who express a wish for them. When empty, the cartons make doll houses for the children of the family, an added appeal which will make extra sales.

The National Lamp Works has three styles of house, designed by a well-known architect—Colonial, Spanish and English houses. For the guidance of the customer in securing adequate lighting, a lighting recipe chart is printed on the back of each carton, showing the correct wattage of the lamps that should be used in every outlet. It is not the intention of the manufacturer that this home carton will replace the well-known Blue Convenience Carton, which has become a standard package for lamp buyers.



THE EDISON home lamp assortment, containing six lamps of assorted sizes for household use. The carton will be a big feature of the Fall re-lamping campaign.

THE WESTINGHOUSE LAMP COMPANY, 150 Broadway, New York City, is bringing out this Fall a "Handy Lamp" kit, an attractive carton accommodating six lamps.

THE MILLER COMPANY, Meriden, Conn., is announcing its No. 163 catalog on its 1928-29 lamps. In this attractive catalog will be found the entire line of "Miller" lamps, which has been rounded out by many new numbers.



## Recipe File For "Hotpoint" Servants

As a help in furthering sales of "Hotpoint" appliances, the Edison Electric Appliance Company, Chicago, is offering the "Norcor" recipe file. This file is made of metal, available in six colors, to match any kitchen color scheme and is regularly sold in department stores and gift shops for \$1. A "Hotpoint" appliance sales plan prepared for the distribution of this new "help" is available to dealers.

## Better House Heating

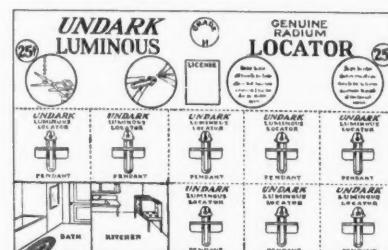
Published in the interests of better heating for modern homes, the Majestic Electric Appliance Company, Inc., San Francisco, Cal., has issued a new and attractive booklet on the subject of electric heat for homes.

After briefly stating the advantages of electric heating, the booklet points out the desirable features of Majestic electric heaters, with illustrations of the different models and detailed specifications. There are many photographs showing representative installations. Two pages are devoted to instructions for the calculation of room-heating capacities and the remaining pages discuss the Majestic thermostat and electric water heater.

## Displaying the Luminous Locator

Even cup hooks have become big sellers when mounted six to a card instead of a gross to a box, the United States Radium Corporation, 535 Pearl Street, New York City, points out in introducing its new display card of luminous pendants. The counter display card, the company believes, is still the preferable way of selling high-grade merchandise.

The new card consists of ten individual cards made in one piece and perforated so as to break up into ten pieces. It is mounted on a regular counter display card in the manner of a calendar pad. When a pendant is sold, its card is torn from the general display, along the line of perforation. Tearing out of the card discloses the space underneath, showing a particular room or part of the house showing another use for a locator and suggesting that the customer buy another of these handy little devices. The showing of ten specific uses on the card lends itself to the possibility of selling an entire 10-pendant card at a time.



Five cards of these "Undark" luminous locators, displayed in five different places in a store, offer five opportunities to one for the making of a sale, declares the United States Radium Corporation, of its new display card of radium locators.

## Walker Dishwasher Sales Portfolio

Three pages from the new sales portfolio of the Walker Dishwasher Corporation, Syracuse, N. Y., are here reproduced. In this new portfolio, a series of charts, bound in leather fabric, the company attempts to point out the new market for the electric dishwasher, and the potential volume of sales, the sinks going through the plumbing trade to new house construction and the portable model, as an electrical appliance, through the electrical trade whose field is largely occupied homes.

# The Firing Line News.



New York

"For the Man at the Sales Front"

September, 1928

## Graybar In Radio Biz

NEW YORK, N. Y.—The Graybar Electric Company, sales subsidiary of the Western Electric Company, has announced its entry into the radio business. The company will distribute a line of 6- and 8-tube all-electric models ranging in price from \$72.25 to \$375.

## Import Tariff on Flashlights Upheld

Importer's Attempt to Secure 20%  
Assessment Fails

NEW YORK, N. Y.—Retailers, manufacturers and jobbers of American-made flashlights will be interested in the United States Customs Court's decision last month to overrule a protest of the Up-To-Date Machine Works against the 40 per cent ad valorem tariff placed on the importation of flashlights on the grounds that this merchandise is more properly classified as "incandescent lamps, with or without filaments." The court ruled that the 40 per cent ad valorem tax was correct and that flashlights, complete with batteries and bulbs, were correctly assessed as "manufactures of metal."

## Pacific Power Sells 356 Ranges

### Heppner District Takes High

PORTLAND, ORE.—The Pacific Power and Light Company's Heppner district took high honors in an electric range sale concluded last month by selling thirty-five ranges, 388.8 per cent of its quota. Sales by districts were as follows:

District	Quota	Total Sales
Heppner	9	35
Grangeville	20	25
Enterprise	18	21
Bend	45	48
Sunnyside	27	28
Toppenish	33	33
Dayton-Waitsburg	27	24
The Dalles	40	32
Pasco-Kennewick	40	28
Hood River	40	15
Goldendale	13	20
Arlington	4	6
Pomeroy	13	15
Moro	7	8
Condon	6	5
Frosser	13	9
Seaside	13	2
Total	370	356

## Red Seal, Industrial And Commercial Lighting, Co-operative Advertising and Home Remodeling Come In For Discussion

ASSOCIATION ISLAND, N.Y.—With a total of 239 persons in attendance, representing seven national business associations and forty-nine local electrical leagues throughout the United States and Canada, Camp Co-operation VIII, held under the auspices of the

League Council and sponsored by The Society for Electrical Development, opened on August 2nd and closed on August 7th, at Association Island, Henderson Harbor, New York.

The following acted as chairmen of the several sessions: J. E. North, E. G. Jay, D. C. Birdsell, R. Bourke Corcoran, H. A. Brooks, A. F. E. Horn and Earl Whitehorne. Of especial moment to the conferees were developments in the

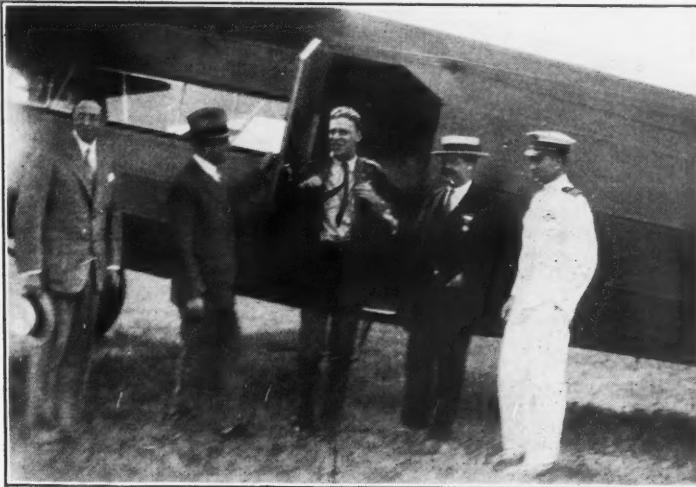
Red Seal Plan for adequate wiring in the home; work now under way by the staff of The Society for Electrical Development on a plan book to promote industrial and commercial lighting; progress reported by the Electrical Industry Sales Conference and home-modernization.

Tying in with discussion around these subjects and the whole field of co-operative business effort, were addresses by Clarence L. Collens, vice-president, Policy Division, National Electric Light Association; W. E. Sprackling, chairman, Electrical Industry Sales Conference; Stanley A. Dennis, editor, "Electrical Record"; J. E. North, president, Electrical League of Cleveland; E. D. Tillson, Commonwealth Edison Company; D. C. Birdsell, chairman, S. E. D. Industrial and Commercial Lighting Committee; Paul T. Cherington, director of research, J. Walter Thompson Company; Dr. Hugh P. Baker, manager, Trade Association Dept., U. S. Chamber of Commerce; C. E. Greenwood, commercial director, N.E.L.A.; Miss Eloise Davison, Home Economics Advisor, N.E.L.A.; S. J. Ryan, president, Rines Brothers Company; S. G. Hibben, Westinghouse Lamp Company; H. B. Kirkland, S.E.D.; J. J. Caddigan, Edison Electric Illuminating Company of Boston; Dr. Charles A. Eaton, General Electric Company, and W. H. Hodge, vice-president, Byllesby Engineering & Management Corporation.

R. Bourke Corcoran was chosen to succeed J. E. North as chairman of the League Council. D. C. Birdsell as vice-chairman to succeed E. Whitehorne and O. C. Small to succeed G. E. Jaquet as secretary. The following members were elected to the League Council for the ensuing year:

J. J. Caddigan, Boston; W. C. Keay, Cambridge, Mass.; J. H. Van Aernam, Albany; Earl Whitehorne, New York; D. C. Birdsell, Philadelphia; J. E. North, Cleveland; C. M. Beltzhoover, Cincinnati; H. A. Brooks, Washington; A. B. Collins, Birmingham; B. H. Martin, Chattanooga; R. Burke Corcoran, Chicago; C. C. Munroe, Chicago; J. S. Bartlett, Milwaukee; J. S. Hogan, Minneapolis; R. E. Waddington, Omaha; C. E. Michel, St. Louis; J. M. Fried, Vicksburg, Miss.; W. E. Clement, New Orleans; J. J. Cooper, Denver; R. E. Falland, Salt Lake City; G. W. Austin, Toronto; J. G. Glasco, Winnipeg, and James Lightbody, Vancouver.

## Flyers In Rome Meet Romans



This picture was taken last year at the Air Pageant celebrating the anniversary of Fort Stanwix (Rome, N. Y.) where the Stars and Stripes were first flown in battle. Left to right: H. T. Dyett, president, Rome Wire Company; H. Trubee Davison, assistant secretary of war; Lester Maitland, Pacific flyer; H. C. Wilder, now of Rome Wire and Commander Richard E. Byrd.



As any authoritative poker-player will tell you, three queens are hard to beat—especially so, these three. Left to right: Clara H. Zillessen, adv. manager, Phila. Electric Co.; Helen Norris, Commonwealth Edison Co.; Miss O. A. Bursiel, New England N.E.L.A.

## Toledo Edison Sales \$758,273 in First Half

### March and April Ahead of 1927

TOLEDO, O.—The first half of 1928 resulted in the booking of \$758,273 of business by the new business electric appliance and installation departments of the Toledo Edison Company, according to E. F. Schmidt, new business manager.

Mr. Schmidt says, further: "March and April showed big gains over the same months last year and the sale of refrigerators will probably bring up the next few months to even larger volume."

### Crane Electric Moves

READING, PA.—The Crane Electric Company, formerly of 111 North Ninth Street, has moved into a new and larger store at 932½ Penn Street.

## Plan to Re-Group N.E.M.A. Divisions

I. A. Bennett Elected to Executive Committee At Camp NEMA II

ASSOCIATION ISLAND, N.Y.—Leading electrical executives and members of the Policies Division of the National Electrical Manufacturers Association convened at Association Island, New York, July 29-August 1, and took action on suggested rearrangement of the divisional structure of the NEMA, the elimination of sub-standard material, uniform cost accounting, a NEMA insignia of quality on manufactured products, and a reduction in the number of meetings.

Perhaps the outstanding result of the four-day convention of the Policy Division, known as Camp NEMA II, was the report of the Organization Committee outlining a new plan of grouping for NEMA divisions. The report provided for the regrouping of existing divisions with the exceptions of the Policies Division and the Radio Division. Vice-presidents, not to exceed five in number, are to be elected annually by the Board for a term of one year and will replace the present divisional vice-presidents. The president of NEMA will become the executive head of the Policies Division. Any sections having a common interest and being as a group a representative branch of the industry may be organized into divisions by the Board.

The second important phase of this regrouping is concerned with the formation of a Section Council composed of all section chairmen and divisional chairmen, with the president of NEMA as chairman. Nine members will be elected annually to the Board from the membership of the Section Council. This direct tie-in between the sections and the Board is considered of great importance.

This report was approved by the Board of Governors and sanctioned by the Policies Division. It now goes to the members for ratification by letter ballot.

The total number of meetings will be cut down by about one-half and the annual meeting hereafter will be held in the Fall, instead of the Spring.

Two general sessions were held during the convention. At the first, on July 31, there was an address of welcome by C. L. Collons, vice-president, in which the need for market and industrial development was emphasized.

Other speakers at the first general session were Dr. Frank M. Surface, assistant director, Department of Commerce; E. J. Mehren, vice-president and editorial director, McGraw-Hill Publishing Company, who spoke on the "Industrial Market," and C. P. Berolzheimer.

The second general session was devoted to a discussion of industry co-ordination and cost accounting problems. A paper by W. W. Freeman, president, The Society for Electrical Development, on in-

Ah, Ha.

## Camp Nema's Two Years Old



Here's the Camp NEMA II group before the Administration Building, Association Island, gathering to proceed "en masse" to the flag raising. (H. B. Kirkland of the S.E.D. with the trumpet). In the insert Huntington B. Crouse, new president of the National Electric Manufacturers' Association. Mr. Crouse is president of the Crouse-Hinds Company.

dustry co-ordination was read at this meeting.

The election of I. A. Bennett to the Executive Committee of the National Electrical Manufacturers' Association was announced. Mr. Bennett is vice-president and general sales manager of the National Electric Products Corporation of Pittsburgh, Pa.

## Camp Refrigeration Ahoy

### G. E. Distributors to Convene at Association Island

ASSOCIATION ISLAND N. Y.—"The Island" is to be the scene of the General Electric Company's Camp Refrigeration meeting from the 4th to the 7th of this month and will be attended by the company's distributors from all over the country. Harry C. Mealey, assistant to the manager of the refrigeration department, has been appointed Camp Manager.

### Stage Fine Convention



Despite the frigidity of his name, Jack Frost, president of the Pacific Coast Electrical Association, succeeded in showing the boys who attended the group's recent convention a hot time with the able assistance of Dick Smith, convention chairman. Frost is at the left.

## How Cleveland Cleans

CLEVELAND, OHIO.—Ninety per cent of the homes in Cleveland are equipped with electric cleaners, according to a survey conducted by Gladys Applebee, electrical home-making expert in charge of the Electrical League of Cleveland's recent electrical exhibit which attracted 2,111 housewives.

Miss Applebee questioned visitors with regard to appliance ownership and tabulated the following facts:

Appliance	Number Using	Per Cent
Cleaners .....	1,905	90
Washers .....	1,532	72
Sewing Machines ...	380	18
Ironing Machines....	167	8
Refrigerators.	86	4

OOOOGH!



We are told, confidentially, that Helen McKinlay, home lighting expert for the Edison Lamp Works, is on intimate speaking terms with such awe-inspiring things as "lumens, footcandles and reflecting surfaces." However, nothing can bias our feeling toward Helen. We like her just the same.

## N.E.L.A. Releases Concurrent Advertising Calendar

Covers Period From Date Until June, 1929

NEW YORK, N. Y.—The success of the National Electric Light Association's concurrent appliance advertising plans in the past, in which utilities and electrical appliance interests in general are urged to concentrate on certain appliances during certain specified months of the year in order to increase consumer interest in these appliances, has lead the Association to formulate a new concurrent advertising calendar. Here it is:

September, 1928—Convenience outlets, portable lamps  
October, 1928—Portable heaters, portable lamps  
November, 1928—Electrical gifts, portable heaters  
December, 1928—Electrical gifts  
January, 1929—Heating pads, clearance sales  
February, 1929—Waffle irons, toasters  
March, 1929—Toasters, percolators  
April, 1929—Vacuum cleaners, washers  
May, 1929—Irons, sewing machines  
June, 1929—Electrical gifts, fans

## Empire Refrigeration Crew Wins Tri-State Sales Contest

Sell 94 in June and July

WICHITA, KAN.—Ed Morton, supervisor of the refrigeration department of The Empire District Electric Company, has received notification that his crew lead all dealers in the Wichita division, including Missouri, Kansas and Oklahoma, in refrigerator (Frigidaire) sales for June and July.

Sales by Morton's forces for the two months totalled 94 electric refrigerators, representing a value of \$32,372.83.

J. D. Cochran was the high salesman in July and Harlan S. Davis is leading in sales for August.

## Biddle of Detroit Receives 1928 McGraw Contractor-Dealer Award

Honorable Mention to  
Earl N. Peak

CHICAGO, ILL.—A committee of judges consisting of James R. Strong, L. K. Comstock, Allan Coggeshell and C. C. Bohn awarded, at the Association of Electragists convention in August, the James H. McGraw contractor-dealers' medal and purse for 1928 to N. Jay Biddle of Detroit. Mr. Biddle is manager of the Association of Electragists, Detroit. The following men composed the award committee: W. W. Freeman, H. B. Crouse, W. E. Robertson, L. K. Comstock, F. W. Feiker and Earl Whitehorse.

By invoking the co-operation of the Detroit Association of Credit Men and local electrical wholesalers, Mr. Biddle effected the establishment of a general credit policy for the electrical trade, whereby on their own voluntary agreement the local contractors placed themselves on a thirty-day credit basis, liquidating back balances by means of notes and inaugurating a system for clearing credits monthly to which the entire wholesale and retail electrical trade was ultimately committed. This plan has been in complete operation for two years with a credit committee of three, representing the contractors, wholesalers and credit men and as a result the financial condition of the Detroit contractors has been greatly improved and the number of irresponsible contractors has been reduced by almost half.

Earl N. Peak, president of the Marshall Electric Company of Marshalltown, Iowa, and president of the Iowa Association of Electragists, for his work in furthering a spirit of closer co-operation among electrical contractors and dealers in the state, received a certificate of honorable mention.

## Something To "Shoot At"

McCray of Jamestown, N. Y., Sold  
51 Washers in July—No Cam-  
paign Was in Progress

JAMESTOWN, N. Y.—The William S. Hake Company of Jamestown takes considerable pride in the record of one of its washer salesmen, Harold McCray, who, during the month of July sold 51 washers in Jamestown and vicinity. (Blackstone model "22's.")

No campaign was in progress, no special terms were offered and the regular amount of advertising appeared. McCray was assisted in demonstrations only when conflicts of time occurred and in all instances closed his own sales. Customers were paid \$2.50 for "good" prospect leads.

He made 58 demonstrations in and around the city of Jamestown.

## Foulds Is New Servel V.P.

Joined Manufacturer In 1926

NEW YORK, N. Y.—H. W. Foulds, general sales manager of Servel Sales, Inc., a subsidiary of Servel, Inc., has been appointed vice-president of the company which manufactures "Servel" electric and "Electrolux" gas refrigeration equipment. He joined the company in 1926 as a special representative and head of the advertising division, was made advertising and export manager four months later, in which position he continued with the company until 1927, and was then appointed assistant to President Frank E. Smith. After seven months as Smith's assistant he was made responsible for the general distribution of the company's products, receiving the title of general manager in January, 1928, when the concern was reorganized.

## Old Canadian Custom



If somebody can sell us the idea that J. Priestman's nainsook nighties lured the "whale" the natives of our home town are due to be startled out of their restful reverie. Some bright, sunshiny morning they will find us plowing rod and reel from the central span of the drawbridge in our pale, pink "B.V.'s." Priestman is merchandise manager of the British Columbia Electric Railway Company's seven mainland appliance stores.

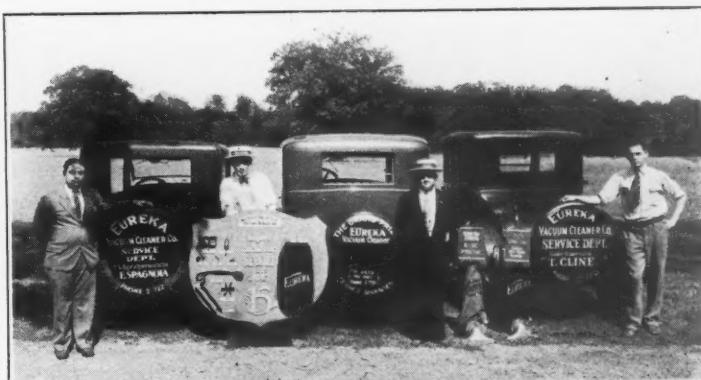
## New Silex Factory

HARTFORD, CONN.—The Silex Company, maker of drip coffee makers, are now located at their new factory, No. 1 Laurel Street, in Hartford. The company was formerly located in Malden.

## Wright with Lee Marion

CHICAGO, ILL.—John E. Wright, former southwestern manager of the Servel Corporation is now southwestern division manager for the Lee Marion Company, manufacturer of lamps and shades.

## "Best Service Job In Connecticut"



These four men employed by the Eureka Vacuum Cleaner Company's Hartford, Conn., branch office as service men have won the manufacturers silver loving cup and \$50 cash prizes two months in succession for "the best service job in the state." They keep 20,000 cleaners in good working order.

## Refrigeration Salesmen! Show This to the Dairy-Farmer

Electric Refrigeration Costs 67 Per  
Cent to 140 Per Cent Less

NEW YORK, N. Y.—A study of the comparative costs of electric refrigeration and natural ice of three dairy farms for a period of more than two years shows the average cost of electric cold-storage to be about half that of the natural ice method, according to a report made by the New Hampshire Agricultural Experiment Station.

The total expense of refrigeration ranged from 67 to 140 per cent more where natural ice was used, and averaged more than 100 per cent more than the total cost of electric refrigeration.

On a total cost basis, the average for all forms was:

	Nat. Ice	Elec- tricity
Cost per cow per year.	\$6.36	\$3.17
Cost, 100 qts. milk per year .....	0.30	0.15
Cost, per cubic foot of storage contents .....	1.32	0.69
Cost, per cubic foot of total contents .....	1.19	0.62

## Raytheon Absorbs QRS Radio-Rectifying Tube Business

Plans to Make Neon Sign Letters  
and Television Photo-Electric  
Cells

CAMBRIDGE, MASS.—The Raytheon Manufacturing Company of Cambridge has absorbed the radio tube division of the QRS Company of Chicago in part settlement for the latter company's infringement of Raytheon gaseous rectifying tube patents. The first mentioned company is a big producer of rectifying tubes for use with a.c. electric radio sets and power supply units. With its additional capital it plans to bring out shortly, Neon letters for advertising signs, and photo-electric tubes suitable for both transmission and reception of television programs.

## Reynolds Buys Korrecolite

CHICAGO, ILL.—The Reynolds Electric Company has taken over the Korrecolite Company, manufacturer of "Laco" colorites, and Eben F. Oliver, formerly general manager of the last-mentioned concern, has gone over to Reynolds.

## Remington Appointment

BRIDGEPORT, CONN.—Bucher Sales Company of New York City has been made the Remington Manufacturing Company's sales representative in the metropolitan New York District, according to a recent announcement. The company make a line of fixture candles.



## "Doktor Stiegel" Springs A Jolt

SAN FRANCISCO, CAL.—"Herr Doktor Stiegel," introduced as a German scientist of note at the Pacific Coast Electrical Convention, provided one of the most thought-provoking speeches. Everyone had begun to get a bit hot under the collar at the details of the threatened invasion of cheap German electrical appliances when President Frost arose and introduced the gentleman again as C. C. Crockett, well known Hollywood character actor.

**Progressive Macao**

"Macao hay while the sun shines" seems to be the motto of the progressive Macao Electric Lighting Company of South China. The company recently distributed 10,000 copies of this native-made calendar to its lighting customers. It is illustrated with pictures of electrical household appliances.

**417 Range Sales For Georgia Power**

**With Week to Go, Southern Utility Lacks 83 of Quota**

ATLANTA, GA.—The Georgia Power Company, campaigning electric ranges (Hotpoint) had sold 417 when we went to press, one week before the close of the contest which is scheduled to move 500 ranges.

Woodbury, Jasper, Tenth Street, Buckhead, Decatur, Carrollton, Gainesville and Toccoa districts have exceeded their quotas. We hope the rest of the districts make it. If not, it was a good job anyway.

**Johnson to Los Angeles**

ST. LOUIS, MO.—The Wagner Electric Corporation announces that Fred Johnson, heretofore in charge of the company's St. Louis sales office, has been appointed manager at Los Angeles. Mr. Johnson has been connected with electrical sales activities since 1898, at which time he sold incandescent lamps for the Martin J. Insull Company of Chicago. In 1899 his employer became connected with the General Incandescent Arc Light Company, taking Mr. Johnson with him. In June, 1900 he was made manager of the G.I. Company's Chicago office, soon thereafter joining Wagner as manager of the St. Louis district sales office.

**Van Cleef with Roller-Smith**

NEW YORK, N. Y.—The Roller-Smith Company announces the appointment of Elliott E. Van Cleef of 53 W. Jackson Boulevard, Chicago, as its district sales manager in the Chicago territory. Michael B. Mathley, who has been with the company for several years, will be associated with Van Cleef

**California-Oregon Power Ranging Far and Wide For Range Sales****Successfully Completes Campaign For 130 Sales In 51 Days**

MEDFORD, ORE.—The California-Oregon Power Company, with headquarters at Medford, has just completed a 52 day campaign for 130 electric range sales. (Hotpoint). All divisions, Rogue River, Umpqua, Siskiyou and Kalmath, came out with colors flying and well above quota.

All ranges were sold on a \$5 down basis, balance in 18 months. Prices were quoted at list plus

carrying charge, plus \$35 for wiring. A liberal allowance, not to exceed 10 per cent of the cost of a new range, was made for old fuel type cooking equipment. Trade-in of older electric ranges was not encouraged. The company offered salesmen 50 per cent of all unasked for 10 per cent trade-in allowances in order to reduce trade-ins to the lowest possible number.

Prizes were as follows: \$50 to the man selling the greatest number of ranges over his quota. Then there was a \$30 second prize and a \$15 third. Employees turning in the greatest number of prospects later sold ranges were offered a \$15 "high" prize, one for each division, plus 2 per cent bonus on all profitable leads.

house fixtures, and wiring of old buildings. Easy terms of payment are arranged for the customer and the order for the work is turned over to a member of the Electrical Contractors' Association for execution.

Particular stress is being placed on the sale of additional wall outlets in buildings already wired but having an inadequate number of these convenience receptacles. A force of twenty-four salesmen has been trained and is doing an extensive house-to-house job under the supervision of O. R. Hogue and C. A. Ibsen.

**30 Attend Latest Nela Park Illumination Course**

**High Attendance By Ohio Electric Power and Northwestern Public Service Men**

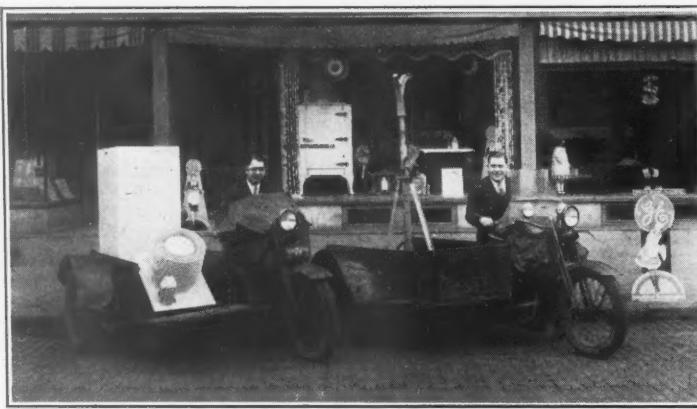
CLEVELAND, OHIO.—During August 13-15, a special course in modern lighting practice, dealing with the industrial and residential fields, was held at Nela Park, Cleveland, home offices of the National Lamp Works of General Electric Company. The total registration numbered about thirty men, the majority being from the Ohio Electric Power Company and the Northwestern Public Service Company.

The "faculty" for this course was composed of several prominent lighting experts such as E. W. Commerly, who outlined the new thoughts in residence lighting, and O. F. Haas, who gave an instructive lecture on modern street lighting. In order to stress the practicability of present-day adequate lighting, visual demonstrations were shown, such as the "forty streets in one," a city street where forty different street lighting systems are installed.

**Gainaday Entertains Utility Salesmen**

**Sponsors Pittsburgh Trip for Winners of Recent Sales Contest**

PITTSBURGH, PA.—Over fifty salesmen representing public utility companies in New York and

**"Delivery Cost Down \$5 Per Machine"**

Pete Wilson of the Dakota Refrigeration Company and W. H. Taylor, G. E. district representative, put their stamp of approval on the new delivery service adopted by the company at Fargo, N. D. "Faster, and cuts delivery cost per machine about \$5," they say.

**Clock Manufacturers Stage Window Display Contest****Schiefer Electric, Rochester, Wins May-June Prize**

ROCHESTER, N. Y.—The Schiefer Electric Company of this city has just been awarded a prize for its excellent display window featuring electric clocks by the Clock Manufacturers Association. The winning display in the May-June contest was designed by Raymond Clark. R. M. Angell, display manager of the New York Power and Light Corporation of Schenectady, N. Y., also received a prize for his contribution.

The contest will be continued until early in 1929 for a grand prize and clock merchandisers are urged to secure details and entry particulars from the association in the Drexel Building, Philadelphia.

**New Rol-Iron Man**

DETROIT, MICH.—W. E. Bohn, formerly associated with the American Ironing Machine Company of Chicago, has joined the Splitdorf Rol-Iron sales organization for work in Wisconsin, Minnesota and northern Michigan.

**Commonwealth Edison Reopens House Wiring Division****Will Co-operate with Contractors in Wiring Old Buildings and Adding Outlets**

CHICAGO, ILL.—After a period of inactivity the House Wiring Division of the Commonwealth Edison's Contract Department has been reopened and is soliciting orders for the installation of extra electric outlets, garage wiring,

**Cleaner Sales 9,642 Behind, First Half**

CLEVELAND, OHIO.—The Vacuum Cleaner Manufacturers' Association furnishes the following figures relating to total sale of cleaners:

	Units 1928	Units 1927
First quarter .....	251,266	274,089
Second quarter .....	254,879	241,698
First half .....	506,145	515,787

# *Is Your* Repair Business *a BURDEN?*

*Read How DUNCAN Has  
Made His Pay*

THE handling of repairs on electrical appliances has always been an important part of the business of the Duncan Electric Company of Spokane, but it was not until C. A. Duncan decided to departmentalize two or three years ago that it was discovered how large a factor it had become.

The company's service department occupies one-half the area of the store. A counter is arranged down one side of the shop, with a bench and instruments just behind it, so that much of the repair work can be done in plain sight of the customer. When an intricate job is underway, this creates quite a bit of interest. This arrangement also makes it possible for each job at the time it is handed in to receive the opinion of an expert as to how much it will cost and how long it will take.

Each of the men in the repair department has his own specialty. Two are on keys, an allied work which has proved very profitable as an adjunct to other repair work. In addition, there is one specialist on motor appliances, one on heating devices and one on radio.

THERE are many very satisfactory features about the work. In the first place, the business is entirely on a cash basis, so that there are no collections to be made and no bad accounts. It is brought by the customer and carried home, so that no deliveries are required. The finished articles are handled much like shoes in a repair shop. A set of shelves in the rear of the shop is provided with partitions and articles of a like nature are allotted each a pigeonhole to themselves. If a customer calls for a waffle iron, therefore, it is very simple to look among the waffle irons and identify the article by the name on the tag which has been attached to it since its original delivery in the store.

Some of the larger appliances require delivery and for these a truck goes out twice a day.

For repair work which must be done in the home, such as certain key jobs, sockets and the like, a truck is in service which is specially designed for this work. It is finished in oak on the interior, with a set of drawers fitted into the body. Everything necessary for a varied line of repair jobs is provided, so that there is no need to return to the shop between calls.

The driver is not allowed to take orders in the field, however, but if called upon for a repair job which is not on his list of appointments, must call back to the shop before he can undertake the work. This gives the shop



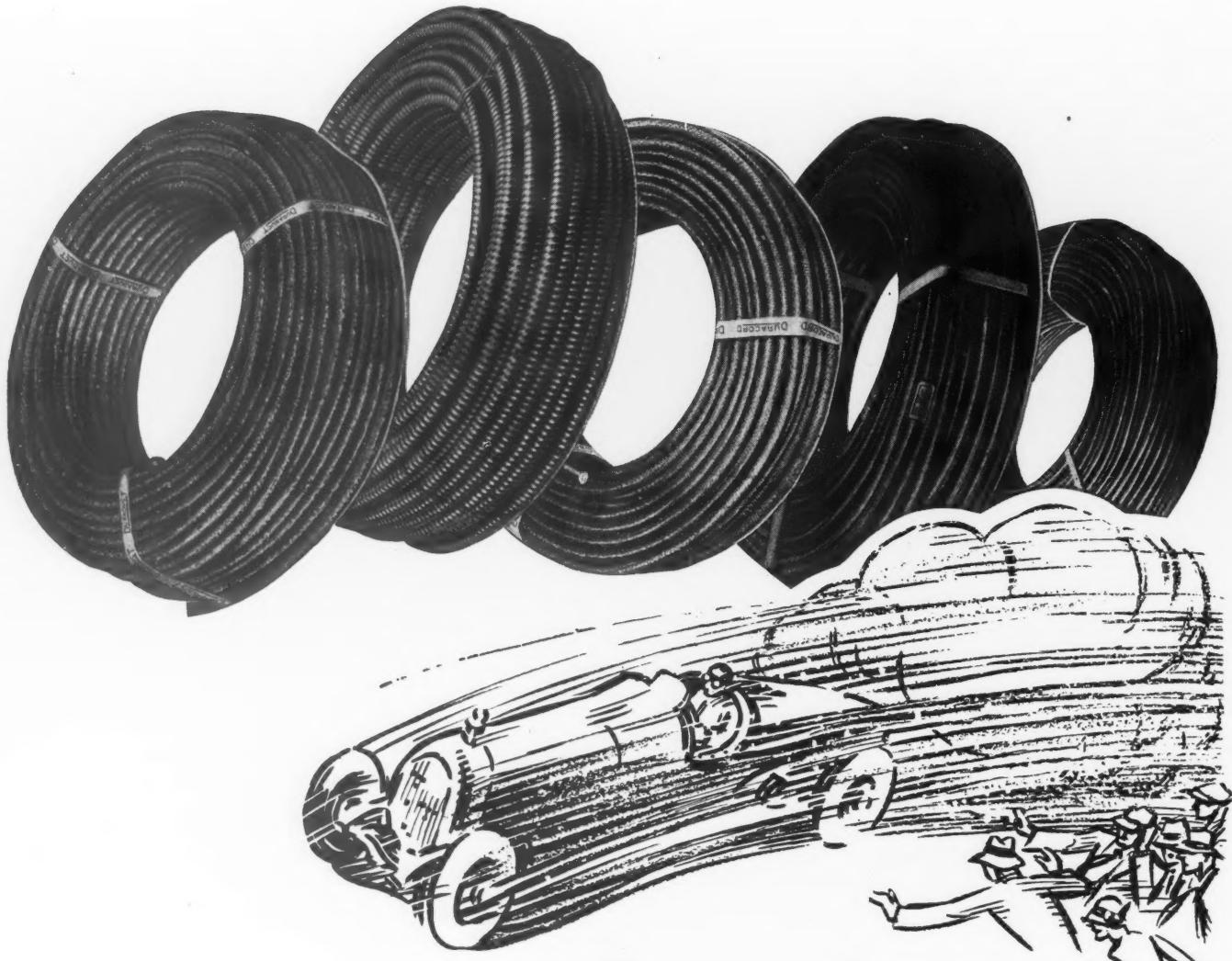
C. A. DUNCAN, of the Duncan Electric Company, Spokane, Wash.

a control over the movements of the truck, which might otherwise be beyond reach for an indefinite period—and provides a check for the financial records of the store. From the customer's standpoint, it places the dignity of the institution behind the man, and prevents his falling into the position of an itinerant tinker in the eyes of the public.

REPAIR work on the scale undertaken by the Duncan Electric Company requires a very complete stock of parts and a considerable investment is represented in this reserve. On the other hand, returns are good. The department is busy and as practically no work is handled except on the basis of a 100 per cent mark up on time and materials, a fair profit is possible.

There are many aspects, of course, in which the various departments tie in with one another. Many customers who come in for repair jobs are actually in need of a new article and naturally the one leads to the other. This must be tactfully handled, however, or the customer will suspect that he is being decoyed into buying something he does not want. In consequence, it is a rule of the store that no new appliances shall be shown to a customer bringing in a repair job until he has asked for it himself. A woman bringing in an iron ready for the scrap heap, for instance, will be told that it will require entire rebuilding and that the expense of the repair may be more than a new iron will cost. The new article is not brought out for display, however, unless she asks to see it.

Many dealers complain of the burden of their repair departments. Mr. Duncan believes that this end of the electrical business can be a money-making enterprise in itself and can serve as one of the best business builders for the new-appliance department which it would be possible to devise.



## Speed up -

---- on wiring jobs by using these Quality Wiring Materials. Durabilt Products are helping Electrical Contractors everywhere to do the best wiring jobs with the

*Greatest Saving of Time!*

Order Durabilt Products  
by name from your Jobber

<b>DURAWIRE</b> Rubber-Covered Wire and Flexible Cords
<b>DURAFLEX</b> The Safe Armored Cable and Flexible Steel Conduit
<b>DURACORD</b> The heavy-duty Portable Cord
<b>DURADUCT</b> The fast-fishing Single-Wall Loom
<b>DURAX</b> The Non-Metallic Sheathed Cable of Known Quality

**DURABILT** REG. U.S. PAT. OFF.  
PRODUCTS *Speed up  
wiring  
jobs*

TUBULAR WOVEN FABRIC COMPANY • PAWTUCKET, R.I.

New England spent two days in Pittsburgh last month as guests of the Gainaday Electric Company. The trip with all expenses paid was given as an award to winners in a contest for the sale of Gainaday washers in the various eastern districts. The program included a tour of the city, a trip through the factory, two banquets and a National League baseball game.

## Milwaukee Votes for Modernizing Campaign

**Architects Compete for Prizes on Best Modernized Home Design**

**MILWAUKEE, WIS.**—Formation of a Milwaukee group that will organize a Home Modernizing Campaign in that city was given a start on Friday evening, July 13, at a dinner of representatives of 35 of the leading building and trades organizations of that city.

The Home Show Committee of the Milwaukee Real Estate Board sponsored the dinner meeting which was held at the Elks Club.

Walter J. Kohler, president of the Home Modernizing Bureau, and Otto T. Salick, 3rd vice-president, together with a field represen-



The Kansas Committee on the Relation of Electricity to Agriculture uses these two photographs of the farm kitchen of Mrs. L. L. Lupfer of Larned,

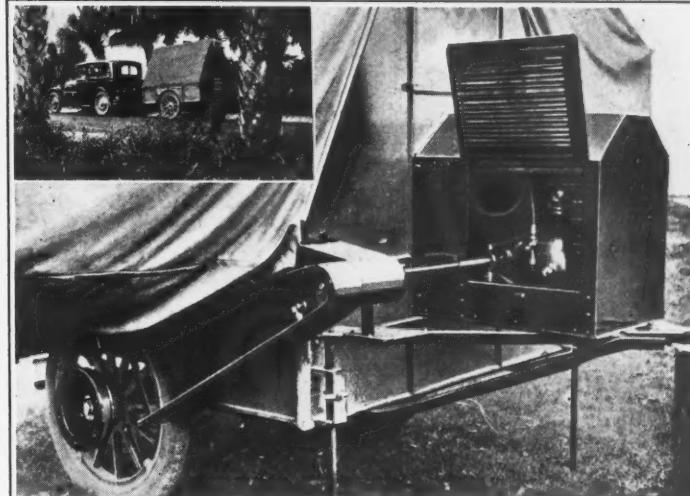
Kansas, to sell the modern type—fully equipped with labor-saving electrical equipment. There certainly is a difference in appearance.

tative of the Bureau, were the principal speakers at this organization meeting. Mr. Kohler described the steps leading up to the formation of the Bureau and reported the progress of the movement. Mr. Salick told of the whole-hearted support which building and loan associations are giving the program throughout the country and urged greater co-operation between the contractors and material men and those who finance construction.

### Electrical Conventions on the Calendar

Nat'l Elec. Light Ass'n.	Eastern Div.	Bedford Spgs., Pa.	September 5-7
	Great Lakes Div.	French Lick Spgs., Ind.	September 27-29
	Kansas Sect.	Wichita, Kan.	October 18-19
	New England Div.	So. Portland, Me.	September 24-27
	Rocky Mt. Div.	Glenwood Spgs. Colo.	September 17-20
Nat'l Elec. Credit Ass'n.	Central Division	Chicago, Ill.	November 15-16
Nat'l Elec. Mfrs. Apparatus Div.		Briarcliff, N. Y.	October 29-
Nat'l Elec. Wholesalers Ass'n.		Chicago, Ill.	November 1
National Safety Council		New York, N. Y.	October 1-5

### Well, Well, Refrigeration on Wheels



H. E. Ransier of Manlius, N. Y., who is motor-touring the South with his wife, has installed a Copeland electric refrigerating unit in the trailer, gearing it to a wheel. Ransier not only "brings his lunch" but keeps it in condition to eat.

## Working Speed and Breaking Speed

(Continued from page 66)

This ad is not based on a fancy theory. It says, in effect, exactly what my man said when he went out and dug up three thousand dollars' worth of prospective appliance business in three weeks. Moreover, the basic idea of this ad was evolved and used by one of the shrewdest and most successful department store advertising men in the whole round world—W. R. Hotchkiss of Wanamaker's.

It worked.

It worked because the woods are full of people who want to buy but who resent being sold.

\* \* \* \* \*

THE electrical dealer is out on a cracked limb. He cannot be rescued by any cut-and-dry formula nor any nation-wide, standardized plan. He is an individual, facing his own peculiar local conditions. He must work out his own salvation himself. All we can do is to help him think.

The purpose of this writing is to train the spot-light on two outstanding reasons why so many of our dealers are out on the limb, in the hope that he will think about them hard.

Sales-speed-mania is to blame for many regrettable dealer failures. Its cure is to look the account books in the eye without flinching.

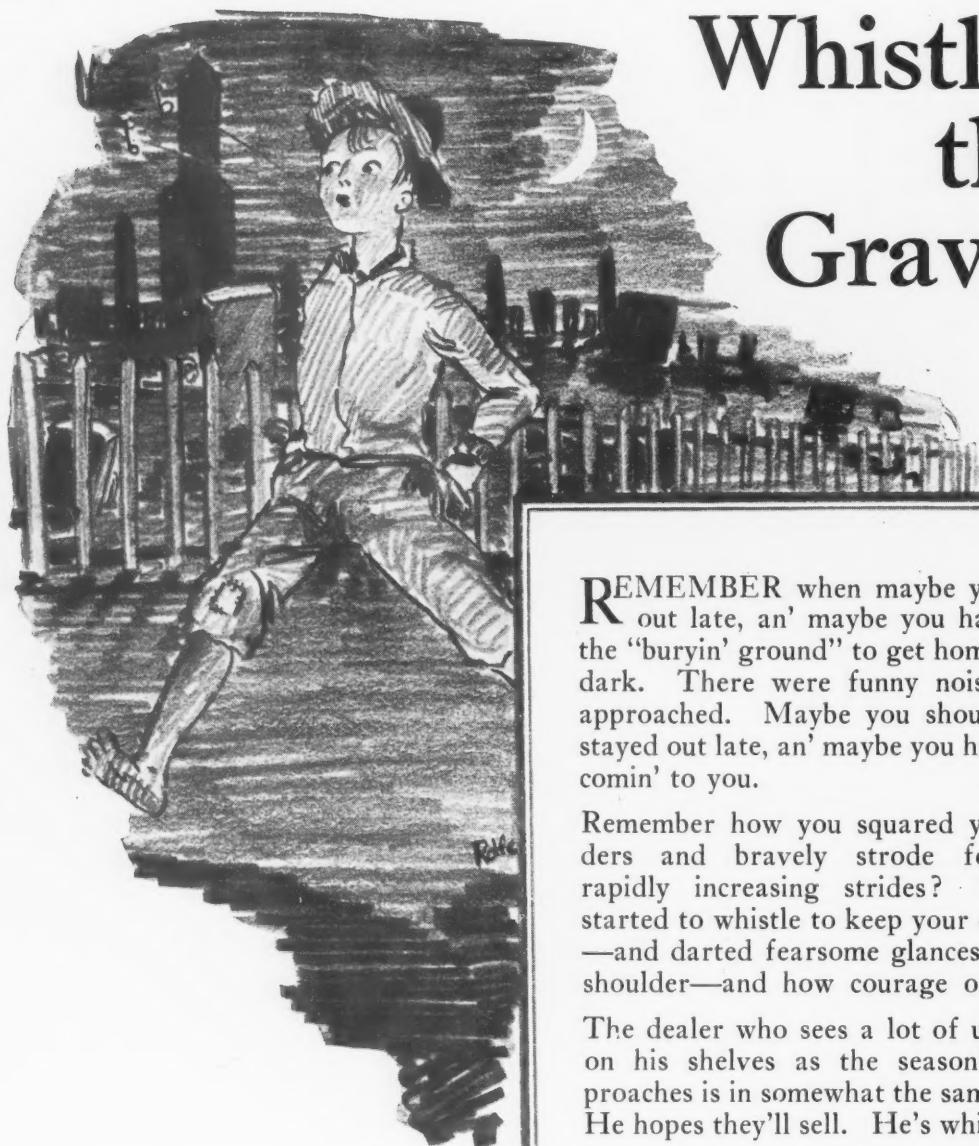
Sell-'em-once-and-kiss-'em-goodby is to blame for the stagnation of many other dealers. Its cure is to re-approach these people in an interesting, persuasive way and make them realize that the electric shop wants to honestly serve them, not merely sell them.

\* \* \* \* \*

In the last analysis it is the public that has put the electrical dealer out on the limb. The public is putting up constantly stiffer resistance against speed-selling. The public is avoiding stores and departments where the dealer's interest is too obviously centered upon the sale rather than the customer. A famous merchandising authority says that "The fundamental factor in making sales and in making money is to have the goods that people want and serve them in the way they like."

Let's underscore that—"serve them in the way they LIKE."

The dealer who gets a firm grip on that idea can come down off his limb.



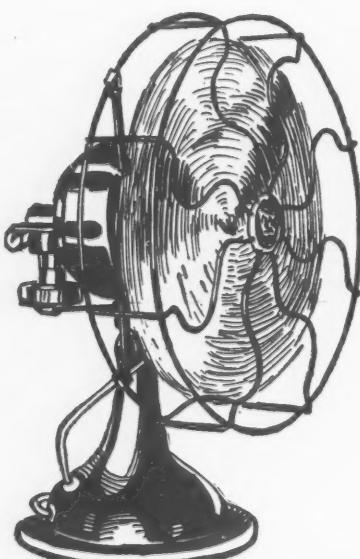
# Whistlin' Past the Graveyard

**R**EMEMBER when maybe you stayed out late, an' maybe you had to pass the "buryin' ground" to get home? It was dark. There were funny noises as you approached. Maybe you shouldn't have stayed out late, an' maybe you had a lickin' comin' to you.

Remember how you squared your shoulders and bravely strode forth—with rapidly increasing strides? How you started to whistle to keep your courage up—and darted fearsome glances over each shoulder—and how courage oozed?

The dealer who sees a lot of unsold fans on his shelves as the season's end approaches is in somewhat the same position. He hopes they'll sell. He's whistling, too.

R. & M. fans don't "shelf-loaf." Dealers who sell R. & M.s know it. As Autumn approaches they don't have to whistle. That's why they re-order year after year.



**Robbins & Myers**  
*Fans and Motors*



